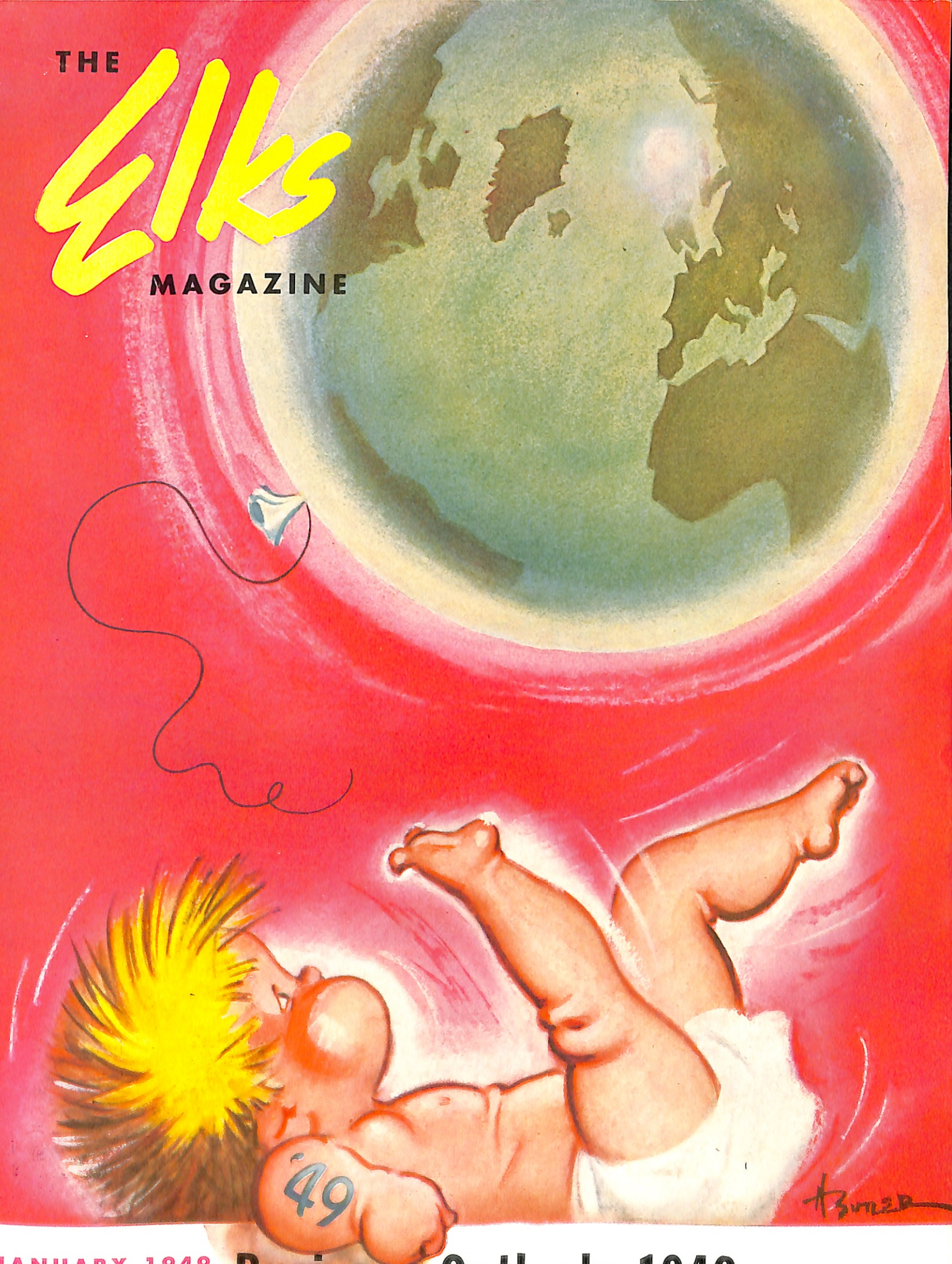


THE  
**ELKS**  
MAGAZINE



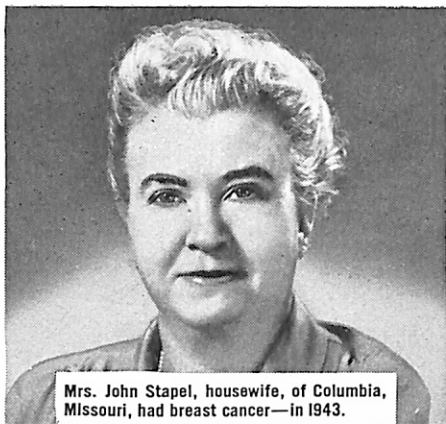
**JANUARY 1949**  
BY DR. MARCUS NADLER

**Business Outlook: 1949**





Shorty Sherock, orchestra leader, of Chicago, Illinois, had cancer of the lip—in 1936.



Mrs. John Stapel, housewife, of Columbia, Missouri, had breast cancer—in 1943.



Milo Boulton, radio and television artist, of New York, had skin cancer—in 1944.



Mrs. Lillian Maley, housewife, of Steubenville, Ohio, had cancer of the womb—in 1940.

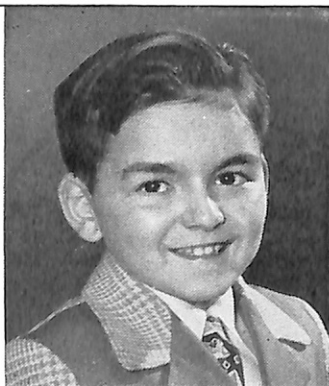
## The Wonderful Story of the Stitch in Time that Saved Nine



Edward Reid, attorney, of Andalusia, Alabama, had intestinal cancer—in 1942.



Mrs. Sara Pappas, housewife, of Birmingham, Alabama, had breast cancer—in 1940.



George McCoog, schoolboy, of Paterson, New Jersey, had cancer of the thigh—in 1938.



Mrs. George Hall, housewife, of Havre, Montana, had skin cancer—in 1938.



Verna Duncan, schoolgirl, of La Grange, Georgia, had cancer of the neck—in 1937.

Each of the nine people you see here *had* cancer. They are typical of thousands who recognized one of cancer's danger signals *and did something about it*—living proof that cancer can be curbed if discovered early and treated promptly.

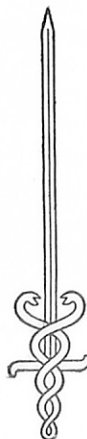
Cancer's danger signals can be readily recognized. If you think you have cancer, visit your doctor at once. Prompt action can return a priceless dividend—years of happy, healthy living to come.

AMERICAN CANCER SOCIETY, INC.

## Cancer Can Be Curbed

See your doctor the **MOMENT**  
you discover a **DANGER SIGNAL!**

1. Any sore that does not heal, particularly about the tongue, mouth or lips.
2. A painless lump or thickening, especially in the breast, lip or tongue.
3. Bloody discharge from the nipple or irregular bleeding from any of the natural body openings.
4. Any change in the color or size of a wart or mole.
5. Persistent indigestion.
6. Persistent hoarseness, unexplained cough, or difficulty in swallowing.
7. Any change in the normal bowel habits.







**A message from**

# **THE GRAND EXALTED RULER**

**S**IX MONTHS of my term of office as your Grand Exalted Ruler have passed, and I am happy to be able to state that as the result of my visits, supplemented by the reports of my District Deputies, there exists in our Order a fundamental unity for the continuing performance of worthy deeds and for the fulfillment of philanthropic purposes that in itself spells the perpetuity of our Order.

Our Brothers will argue their various opinions. They will differ about methods, but when they realize the worth and beauty of an ideal or hear the call for human service, they unite for the accomplishment of good deeds, for the exercise of charity and for the preservation of the principles of our Order.

In that spirit of unity I now call upon you, my Brothers, to serve with me in my efforts to increase our membership. We should seek to attract members to our doors, not by means of drives, but by working for the benefit of humanity in general and for the continuance of our interest in the members of the Armed Forces of World War II now confined in our Veterans Hospitals. We should seek particularly for membership in our Order the young man who has vitality and energy. In this category we will find many who have served with our Armed Forces in World War II and, fortunately, have returned to us in good health and strength. We should utilize the enthusiasm of these young men as they have the spirit for doing things that will benefit our lodges and our Order.

From observations made during my visits to many of our lodges, it is pleasing to note that a majority of the men being initiated into our Order are between the ages of 23 and 30. These are the men who, no doubt, fifteen years from now will be the leaders in commercial, industrial, political, professional and fraternal life. Imbued with the noble ideals of charity and fraternity, trained in human service and in high thoughts for community welfare, they will come into that leadership with a fine sense of humanity and genuine recognition of the interdependence of human beings in this struggle for existence, which will make for bigger, better and nobler men, more worthy for leadership than they would have been without the training and confidence that activity in our Order gave them.

If each of our Brothers would select one of his friends who he feels is well qualified to be associated with us in our Order, we would be able to carry our membership well over the million mark. I am, therefore, asking you, in the few months that remain of the present lodge year, to select carefully such a candidate and propose him for membership in your lodge.

*George I. Hall*  
**GEORGE I. HALL**  
**GRAND EXALTED RULER**





## How Important is an Elk?

WE thought you would like to know how the 950,000 readers of THE ELKS MAGAZINE compare economically with readers of other publications.

A recent survey by an unbiased professional survey organization among readers of THE ELKS MAGAZINE showed that 62.7% were in the upper middle or better income groups. The average member's income is \$5,472.33. This is more than twice the amount of income enjoyed by the average American family according to a 1947 survey of consumer finances by the Federal Reserve System which gives the average American median (spending) income as \$2,500.00.

The readers of the Elks Magazine also spend in the neighborhood of \$50,000,000 annually in their clubs for foods, beverages and recreation. From these figures we may well say that the readers of THE ELKS MAGAZINE comprise one of the most powerful economic groups in the United States.

Further evidence of the buying power of the Elks is seen in the \$20,000,000 in dues which they annually pay for membership. In lodge buildings and equipment the ELKS invested more than \$150,000,000 and their expenditures for these purposes are increasing.

**THE** *Elks*  
**MAGAZINE**

# JANUARY, CONTENTS

THE

## *Elks* MAGAZINE

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*Howard Butler*

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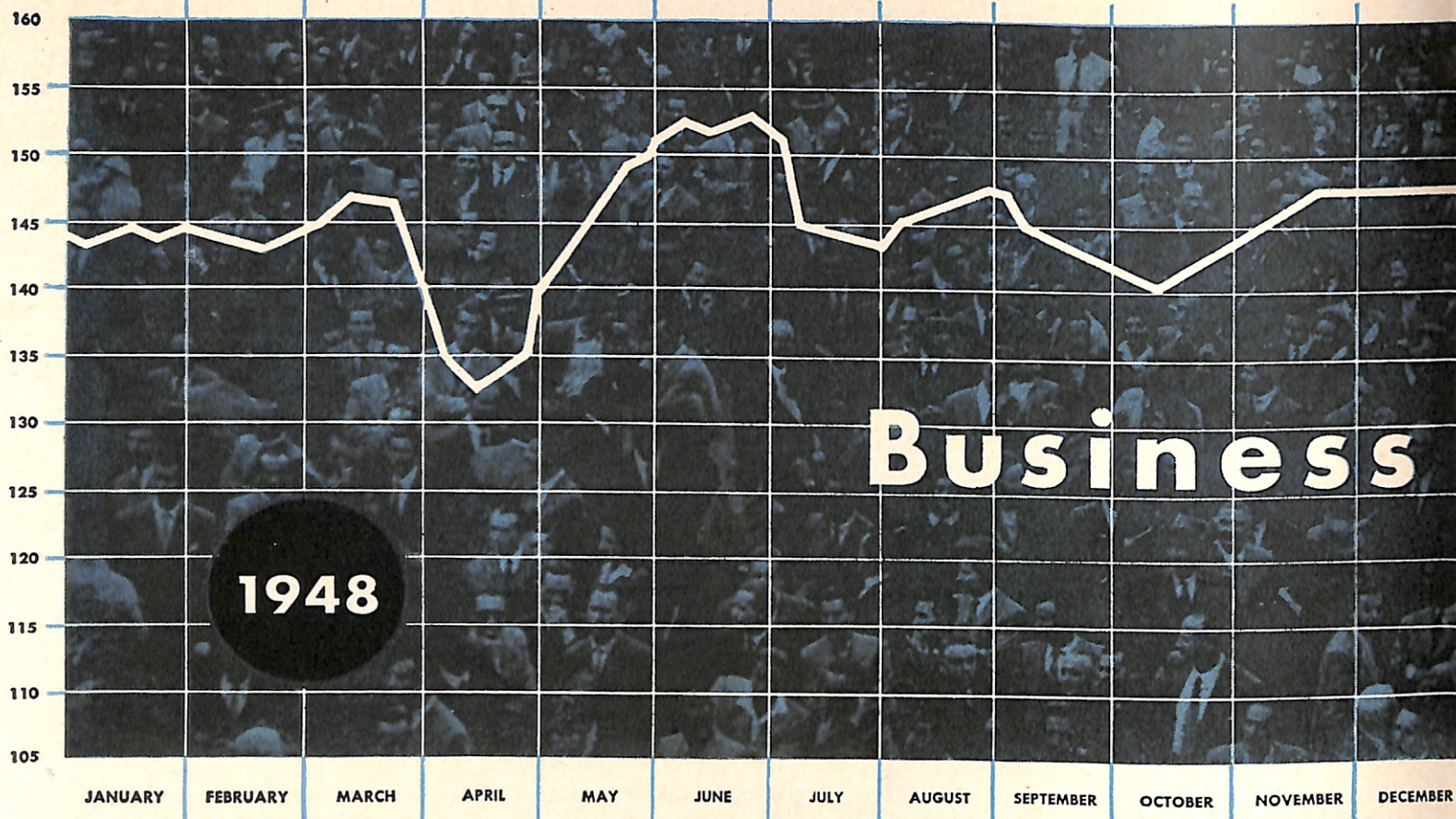
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New York Herald Tribune Index of Business, 100=Estimated Normal.  
The line for late November and December is not part of the Index.



**The international situation remains the dominant**

**factor in the business pattern.**

**BY DR. MARCUS NADLER**



*Dr. Nadler is Professor of Banking and Finance at New York University. He is a well-known author and lecturer on business subjects and is Consulting Economist for Central Hanover Bank and Trust Company. Dr. Nadler also is former Chief of Foreign Division, Federal Reserve Board.*

**T**O APPRAISE the economic outlook for the next year, one has to take into account current economic conditions, the international situation and the internal political climate which has an important bearing on popular psychology.

Although some industries already find themselves in a buyers' market, with increased competition and softening of prices, business activity in the United States is at a high level. The index of industrial activity compiled by the Board of Governors of the Federal Reserve System stood at 191 (with 1935-39=100) for September, 1948, maintaining the high level of the past year. National income is running at the record rate of about \$215 billion per annum. Employment is at a high level, hourly wage rates are higher than ever before, profits of corporations are satisfactory and, in spite of the recent decline in farm prices, farm income during 1948 will be at peak rate.

Notwithstanding the record figures for production, sales and employment, evidences are accumulating that the economy is in the first stages of a readjustment from a sellers' to a buyers' market. Were it not for the highly uncertain international political situation, and hence the necessity of increasing military expenditures, one would be justified in stating that the inflationary boom had come to an end and that the country would shortly return to more normal conditions, characterized by a moderate decline in business activity, prices, profits and employment. However, so long as the international situation is not clarified and the total amount of military expenditures to be made during the coming fiscal year is unknown, elements of great uncertainty exist which cloud the vision and make predictions very difficult.

The cold war raging between the Soviet Union and the western democracies has not only necessitated increased military expenditures but may also force the United States to extend military Lend-Lease to some of the Western European countries. Since the size of the





# outlook for 1949?

budget in general and of military expenditures in particular is unknown and since increased military outlays will undoubtedly accentuate the inflationary forces in the United States, the business pattern that will evolve during the next twelve months to a large extent will depend upon the international situation.

Although the outcome of the recent election, surprising as it was to many persons, may exercise an influence on the business pattern, the international situation is, as before the election, the most decisive factor insofar as business is concerned. In fact, one could say with a fair degree of certainty that the economic measures, such as taxation and controls, that may be adopted by the 81st Congress will largely depend on international political developments. So much for the present economic and political background.

**Economic Forces Operating in the American Economy:** There are at present both inflationary and deflationary forces in operation in our economy. The principal inflationary forces may be listed as follows:

1—The increased armament expenditures, which constitute probably the greatest element of uncertainty in our economy.

2—The farm support policy, which maintains high floors under a number of farm commodities and which during the coming year may entail expenditures of \$1 to \$3 billion by the Government for the purpose of maintaining high agricultural prices, thereby preventing a decrease in the cost of living.

3—The third round of wage increases, which was not accompanied by an increase in efficiency of labor and thus placed more purchasing power at the disposal of the people without at the same time increasing the supply of commodities available for consumption.

4—The European Recovery Program, which, while of the utmost importance to the economic and political future of the United States, creates a demand for some commodities which are in short supply and thus adds to the inflationary forces.

5—The reduction in income taxes, which was not accompanied by a decline in total expenditures of the Federal Government. As a general rule, a reduction in taxes is not inflationary if it is accompanied by a corresponding decrease in the total expenditures of the

Government. In that case the individuals instead of the Government spend their earnings. Where taxes are reduced and expenditures remain the same, and particularly when they are increased, as was actually the case, more spending power is added to the community, thus increasing the inflationary pressure.

6—The policy of the Reserve authorities in supporting government bonds has forced the Federal Reserve Banks to buy large amounts of government securities from insurance companies and other institutional investors. The proceeds of these sales are then used by the latter for making new loans and investments, thereby further increasing the supply of purchasing power in the country.

In addition to these factors should be added the great pent-up demand for housing, which was further intensified by the guarantees given by the Government on certain types of mortgages; and the unusually large pent-up demand for steel, railway and farm equipment and automobiles, etc. The large capital expenditures by industry, estimated at \$18,500 million for 1948, have also contributed to the strong demand for commodities and labor and hence to the inflationary tendencies.

**OF THE** above inflationary forces, military expenditures are the most important. If they should exceed materially the present estimated amount of \$15 billion one may expect the following developments:

1—The demand for certain types of raw materials, notably steel and non-ferrous metals which are already in short supply, will increase. This, in turn, will lead to the establishment of allocation or rationing of these scarce commodities, with adverse effects on the output of durable goods, such as automobiles and other commodities requiring large quantities of steel. Since more people will be employed in the production of war materials which do not enter the consumer stream, the supply of commodities will not keep pace with the volume of purchasing power and the inflationary pressures will thereby be aggravated.

2—Under these circumstances one might expect the imposition of new taxes, especially on corporation profits. Should military expenditures be large enough there

*(Continued on page 40)*



## THE GRAND EXALTED RULER'S

# Visits

### We follow Mr. Hall through October

**G**RAND EXALTED RULER George I. Hall attended the important and very successful conference of Exalted Rulers and Secretaries of lodges of lower New York State at the Hotel Commodore in New York City on October 2nd, prior to visiting upstate New York and New England. Other visits to that territory than those reported in December were made to **KEENE** and **CONCORD, N. H.**, Lodges where Mr. and Mrs. Hall

met many Elks and their wives. A large delegation of officers was present at Concord, where Mr. Hall was officially welcomed by Senator Styles Bridges on Oct. 4th.

The 8th found the Halls in **BARRE, VT.**, for a brief stop-over and then at a luncheon given by members of **MONTPELIER LODGE**, following which the party drove to Burlington, to attend

a dinner tendered by **BURLINGTON LODGE NO. 916**.

After breakfast on the 9th, Mr. and Mrs. Hall left for **PLATTSBURG, N. Y.**, where Past Grand Exalted Ruler James T. Hallinan, Judge John F. Scileppi, a member of the Grand Lodge Activities Committee, and Secy. James D. Moran of Queens Borough, N. Y., Lodge, joined officials of the host lodge in welcoming the Order's leader. An informal luncheon took place, and later officers and their wives entertained the visitors at dinner in the lodge home. The next day, **SARANAC LAKE LODGE NO. 1508** entertained the visitors at luncheon prior to their visit to two VA hospitals. Members of nearby branches of the Order swelled the crowd of local Elks at dinner that evening. The 11th found the Halls back in Plattsburg, when a reception and dinner brought the upstate New York officials' visitations to a close.

We next hear from the Grand Exalted Ruler and his wife when they arrived in Milwaukee, Wis., on the 13th of October where they were joined by Past Grand Exalted Ruler Charles E. Broughton and a delegation of Wisconsin Elks who escorted them to the home of **PORTAGE LODGE NO. 675** for luncheon. After addressing the crowd, the Grand Exalted Ruler and his party, which included Mr. Broughton and D.D. Charles Schuetze, left for **LA CROSSE LODGE NO. 300**, to address a dinner crowd of 400 Elks, stopping first for a brief visit at the home of **BARABOO LODGE NO. 688**. Formerly the home of Al Ringling, circus founder, the mansion was purchased by the Baraboo Elks in 1936 and has been outgrown. A new \$140,000 addition is now being built.

The official party journeyed to Black River Falls the next morning, where Mr. Hall placed a wreath on the grave of Past Grand Exalted Ruler Thomas Brooks Mills before proceeding to **EAU CLAIRE LODGE NO. 402** and thence to **CHIPPEWA FALLS LODGE NO. 1326**. This was the first time a leader of the Fraternity had ever called there, and a pleasant luncheon marked the occasion. The evening meeting on the 14th took place at **RICE LAKE LODGE NO. 1441**, the home lodge of D.D. Lyle Webster, where about 500 heard Mr. Hall's stirring address.

A noon-day luncheon on the 15th at **MARSHFIELD LODGE NO. 665** drew a crowd of about 150 Elks. Several members, who were too ill to attend, received personal calls from Mr. Hall. After a stop at **STEVENS POINT LODGE NO. 641**, the party proceeded to the newly renovated home of **APPLETON LODGE NO. 337**.

P.D.D. Frank Small of St. Joseph, Mich., Lodge and a police escort met the official party in Chicago on the 16th  
(Story continued on page 32)



Denver, Colo., Lodge's traditional rose-petal shower for Grand Exalted Rulers surprises this year's leader as Past Grand Exalted Ruler John R. Coen, left background, recalls his own welcome to this lodge as the Order's leader.



George I. Hall and other Elk officials, decked out to enjoy the beef-steak dinner celebrating the Grand Exalted Ruler's visit to Lyndhurst, N. J., Lodge. Here, Mr. Hall shakes the hand of D.D. Joseph Bader.



Grand Exalted Ruler Hall and Mrs. Hall inspect the radio equipment donated to the Binghamton, N. Y., Boys Club for Station W-ELK by the local lodge. Others are members and officials of the Boys Club.



Mr. Hall stops at Black River Falls, Wis., to place a wreath on the grave of a former Grand Exalted Ruler, Thomas Brooks Mills.





# The Salmon Derby

BY KENNETH GILBERT

**The Banner was a newspaper hog-wild over salmon fishing.**

**A**MONG the trade, as they say, the *Bay City Banner* had long been rated as the sport-fishingest newspaper on the Pacific Coast. This quirk of behaviorism, which envious rivals insisted gave the *Banner* a tangy tide-flat flavor all its own, reached its peak in the annual salmon derby held on the blue waters of Puget Sound, which laved Bay City's front yard, a classic whose exciting details were piped all over the nation on a radio hookup. Lush prizes in cash, new automobiles, speedboats, outboard motors and what-not were distributed in prodigal fashion among a hundred amateur fishermen lucky enough to boat the biggest of the silvery kings or cohoes bound for the spawning-grounds. Once a year the nation's radio listeners saw in their mind's eye the notable spectacle of J. Marcus Pepperdine, publisher of the *Banner*, going hog-wild and throwing away wealth just for the fun of it. They saw him as an outdoorsy fellow as generous as one of those old-time Indian chiefs who threw a party when he wanted to give away most of his possessions. The Indian chiefs called it "potlatch". Mr. Pepperdine privately called it "business". His own people were acutely aware of the distinction. For the shrewd facts were that Mr. Pepperdine detested fishing; anything more than a minimum of fresh air made him ill, and he had never been known to toss away a dollar without fully expecting it to bounce back, dragging another dollar with it.

It might be said, indeed, that whenever Mr. Pepperdine, less fondly known as Old Pepper, appeared in the flesh among his hired help in the *Banner's* city room—not often, mind you, for which the staff was fulsomely grateful—the immediate reaction was much the same as when a horned owl starts fraternizing with a flock of chickens, or a slavering wolf shows up in a sheep-fold.

The why of this was variously explained. One school of thought had

it that back in the days when he was a frustrated want-ad salesman, which was some time before he hit the jackpot by winning the hand of the plain but wealthy heiress to the *Banner*, he had achieved minor fame among his fellows as a forthright drinking man. The same tradition had it that he had awakened one morning with a particularly vicious hangover, the effects of which had remained with him permanently even though he had foresworn strong waters on the spot. Another school was equally emphatic that whatever milk of human kindness his nature once possessed had been hopelessly curdled by Mrs. Pepperdine who, in addition to running the *Banner* by remote control, enjoyed the wifely privilege of keeping her husband's memory fresh and vibrant always on the circumstances of good fortune which had raised him to his exalted position.

Whatever the true reason, which was not important anyway, Old Pepper's infrequent materializations among his toiling serfs were never moments to be hailed with glad acclaim. Hidden guilts—and even the fact of being on the *Banner's* payroll was no assurance against human frailty—all at once seemed bared to the light of day. There was no telling what grisly secret the old boy had uncovered. The question was not whether hell was going to pop, but who was going to pop with it.

The great man had merely to stand in the doorway to his office, which led off from the city room, his thin, grim features screwed up in an expression of sadistic anticipation, and staff members involuntarily reached for their hats and coats. On the occasion about to be described, Mr. "Bullet Joe" Rehan, who held the portfolio of night police reporter, had the remarkable sensation of being strapped into the hot seat, while Old Pepper groped for the high-voltage switch.

Mr. Rehan had acquired his colorful nickname when, checking by night



Illustrated by L. R. GUSTAVSON



on a tip that the getaway car of bank-robbers was hidden in a suburbanite's garage, he had collected part of a load of birdshot intended by an irate chicken-owner for a thief who had been active in that quiet district. Mr. Rehan was young, wiry and had the jerky manner almost typical of good police reporters, and he wore his hat at an improbable angle so far back on his head that people were known to follow him just to see it drop off. This, and the fact that he had a habit of blinking, gave him an open-faced look of bewildered surprise that made kind-hearted strangers instinctively want to help him.

Never a man to be troubled ordinarily by psychic apprehension, something told him now that he was on the spot. Not only had he been preemptorily summoned to the city desk, but yonder was Old Pepper, ghoulishly regarding him with a predatory eye that was like the ominous finger of fate. Likewise, Mr. Rehan's conscience twittered in uneasy recollection.

City Editor Bill Moss, not an un-

reasonable sort of guy in considering city editors as a class, nevertheless sometimes adopted a fatherly air toward his reporters which was as a red light to those who knew him well. When he became a bit rhetorical, alarm bells clanged. At the moment he seemed far too benign.

"Joe," he said smoothly, "that was a nice story you had this morning—about the Cheshire Club amateur theatricals. Unusual, I'd say. I was afraid it would prove too far off-beat for you—no crime angle at all, disregarding the dirt amateurs usually do to Brother Shakespeare. But you came through nobly, my boy! You proved the soundness of Mr. Pepperdine's theory that on the *Banner* a police reporter can be a dramatic critic, and vice versa."

Mr. Rehan should have known better, but this praise, which fell just short of astounding, gave him a strange sense of elation. The amateur show assignment had been a loathsome thing, of course, and he had disposed of it in a manner intended to demonstrate the fallacy

of the Pepperdine plan concerning the broadening effect of jack-of-all-trades journalism. Cleverly, of course. Yet after he had turned his story over to the night desk and hurried out, he had a qualm—several of them, in fact. He had the impulse to go back, get the story and revise it drastically. But the hour was late, the story had probably been rushed through, and it was likely the copy-desk had gnawed the corners off it anyway, a normal procedure with his best police stories. So he said, the heck with it, and let the thing go. And by some miracle the story had appeared just as he had written it. For the first time in weeks, Old Pepper had made his ominous appearance in the city room.

Still, Mr. Rehan bolstered himself with the thought that, in the light of the city editor's applause, his own fears probably were unfounded. Approval like that could lead to a bonus; almost he could sniff a raise, although the latter hope was slightly fantastic, Old Pepper being scarcely a spendthrift. But the police re-

He bent over and began  
whispering almost pleadingly  
to Mr. Rehan, who  
listened with indifference.





porter-turned-drama critic was a modest man. He smiled in self-deprecation.

"Some folks," he said, "liked that line I used about Hargrove, the ham-fat, who played the part of King Lear."

Moss leaned forward in grim interest. "The very thing I had in mind! Let's see—how did it go?"

"I said," replied Mr. Rehan, stifling a chuckle, "that he played the king like he expected somebody to play the ace!"

The city editor showed his teeth in appreciation, taking a firmer grip on his desk. "Original, of course?" he asked perfunctorily.

"Right out of the old hat!"

"Ah, yes, of course," Moss agreed. "The night desk," he said after a moment, sorrow in his voice, "let the thing get by. Not until this morning did we know there was a deal on."

"Deal?"

"A little coup Mr. Pepperdine had in mind," the city editor explained patiently. "Young Hargrove is the nephew of P. J. Hargrove, the soap powder king. P. J. arrived yesterday in Bay City, not only to pay his nephew a visit, but also at the invitation of Mr. Pepperdine. P. J. has been deeply impressed by the publicity possibilities of our salmon derby. In fact, he's a great fisherman himself. He intends to enter the derby. If he enjoys the derby, if he enjoys his stay in Bay City, there is every reason to hope that he will give the *Banner* a new advertising contract which might be worth as much as a hundred thousand dollars. Interest isn't it? P. J. attended the Cheshire Club show last night. He thought his nephew did very well as King Lear. He was not amused by your criticism. You follow me?" he asked solicitously.

Mr. Rehan felt misgiving return abruptly. He wasn't sure, but it sounded as though Moss was making with the double-talk, as though he might be leading up to something extremely unpleasant. Once more Mr.

Rehan had that strange awareness of being firmly strapped in the hot high-chair, hearing the warden read the warrant. He swallowed a couple of times and remarked brilliantly, "Well, whadda ya know!"

Even though he was sure that he stood on firm ground, he said rather defensively, "Anyway, it was a good line. You said that yourself, Moss. A dozen people told me it was funny!"

"Very funny," agreed the city editor. "You'll die laughing when I tell you that it nearly cost me my job!" He lapsed into moody silence, then shook his head and went on, "Those nit-wits on the copy-desk disclaimed responsibility. Said they thought I'd ordered the story written that way. I'd gone home, of course, and they didn't trouble to check with me. Just now Mr. Pepperdine said quite pointedly that it would be my job or yours, when I went to bat for you." He added gently, "Too, too bad, Joe!"

The other eyed him incredulously for at least ten seconds. "You mean," he demanded in rising indignation, "that you'd lower the flag on a guy when he's written a good story? Isn't this lousy sheet always yelping for humor and originality? You'd fire a man because he showed a flash of genius?"

"No," cracked the city editor, his tones no longer emollient, "I'm firing you for trying to pass off as your own a line that Eugene Field used more than sixty years ago!"

IN THE back-room of the Press Club that evening, the rather select little group which made up The Round Table heard the gruesome details in shocked amazement. Ordinarily such sessions of The Round Table, with everybody trying to talk at the same time, had been aptly compared to the lingual turmoil of a Portuguese boarding-house, but tonight there was respectful consideration given their wounded colleague.

"A coincidence could happen any time," he declaimed. "So Eugene

Field used the same line, too. So what!"

He moved his glass in a brisk circle until the cracked ice in it tinkled merrily. "A situation like that," he went on oracularly, "has to be nailed to the cross. Otherwise, whither are we drifting? If somebody will summon the courteous attendant, I'll help syndicate another crock!"

There was instant protest. "No," declared The Round Tablers loyally, "not while you're at liberty, Joe. The next crock will be financed by us guys who are still snuggled up to somebody's payroll. You can buy one when you get your job back!"

Almost overcome by this touching evidence of high esteem, Mr. Rehan bowed his head. "Thanks, boys!" he whispered hoarsely.

"Ha!" came an unpleasant voice from the doorway. "When he gets his job back, says you!"

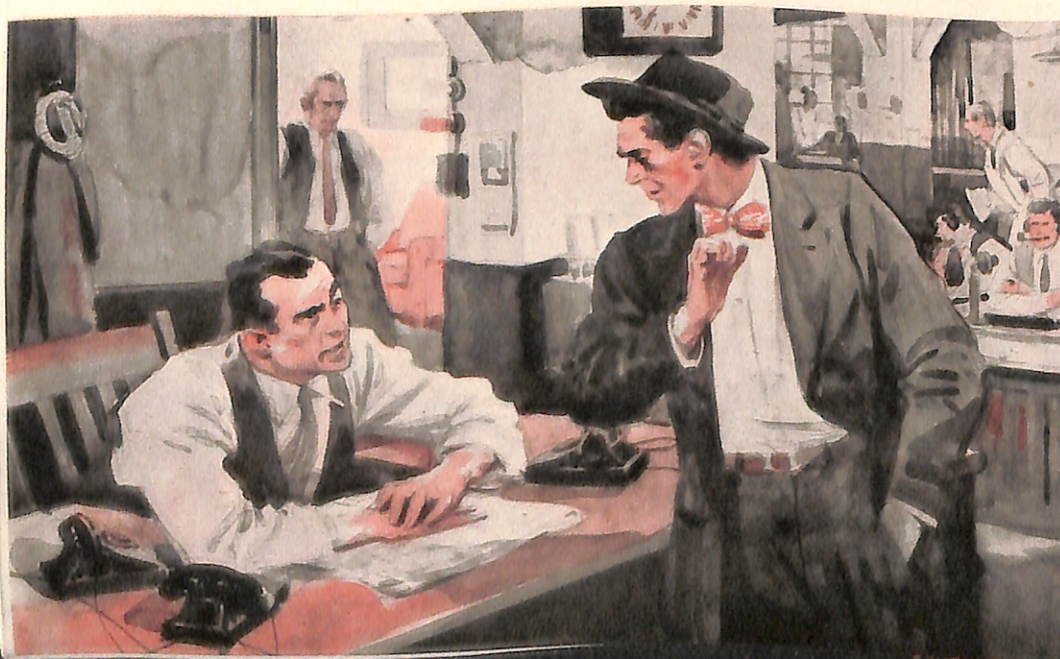
As one man they turned to regard the new speaker with stony disapproval. Mr. "Fish-Face" Johnson, the *Banner's* fishing editor, was a character who walked apart from the newspaper fraternity of Bay City. One thing which made him suspect was the fact that he basked sunnily in the favor of Old Pepper. Johnson, who handled details of the *Banner's* salmon derby from opening to closing gun, probably was regarded by Old Pepper as the most valuable employe on the staff. It was Johnson's nasal tones which came annoyingly over the radio the day the great event occurred. That he made cunning reference to the enterprise and civic-mindedness of the *Banner's* publisher, thereby drawing attention to Old Pepper as a national figure only a shade less important than a presidential nominee, did nothing whatsoever to detract from the high value placed upon him by his doting employer.

Between the fishing editor and the police reporter there simmered a feud of long standing. It was Mr. Rehan's outspoken contention, voiced unwisely perhaps, that any sheet which wasted good space on such a dull topic as fishing, to the detriment of police-beat stories such as crimes of passion, was something so bizarre and freakish as hardly to deserve the name of newspaper. But as Old Pepper was, unfortunately, in a position to decree otherwise, the varlet Johnson continued to thrive and burgeon.

If this difference of opinion between Mr. Rehan and Mr. Johnson were not enough to make them natural foes, there was their rivalry for the coy smiles of Miss Leatha Cornwell, who presided at the cash register of the *Banner's* cafeteria. With a deftness which stamped her as truly belonging to the elite of femininity that knows the score, Miss Leatha Cornwell kept both of them dangling in such blissful uncertainty that it was small wonder they entertained usually reserved only for mortal enemies. If Mr. Rehan sometimes permitted himself day-dreams in which some stroke of reportorial

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"Very funny," agreed the city editor. "It nearly cost me my job."







## FINE FEATHERS — FINE BIRD

BY DICKSON HARTWELL



I HAVE just returned from buying a suit of clothes. Though for the moment sartorially resplendent, I am sadder, wiser and infinitely poorer than I was a few hours ago. My blood, sweat and tears now lie drying on the spattered aisles of some of our finest shops. I have been grunted at, stared at and flatly ignored by salesmen evidently competing for a prize of outstanding customer humiliator of the year. Nevertheless I persisted. Groggy but still punching, I noted, observed and queried. Finally I came away with some answers to the question, "How to buy a suit of clothes."

In preparing a clothes buying expedition the organization of the party is of high importance. Fundamentally the question is whether to strike out alone and unaided or surround yourself with a protecting layer of womenfolk. Each method has its advantages and, unhappily, its handicaps. Having a womanfolk along divides the responsibility in half. If the purchase turns out well it was her judgment. If it turns out to be a misfit it was yours. This advantage is offset by the determination of most women to persuade their husbands to buy a suit identical with the one Er-

rol Flynn or Adolphe Menjou wore in his last picture. She has no regard for what the boys in the back room will say when they spot you thus adorned.

Setting forth alone not only makes possible a quick, unencumbered retreat, it insures immediate decisions. It is practically a guarantee that the new suit will be a precise replica of the old one. No man in full possession of his faculties, and without considerable prodding, ever bought a suit different from one he already has. Not unless he wanted to be known as unstable.

A MAN alone and without help who presumes to engage in psychological warfare with even a middle-weight clothing salesman is courageous indeed. When he asks to see a gray flannel he must be girded to resist the inevitable inundation of brown salt and pepper tweeds. When he tries on for size a coat so tight that respiration is impossible, he must be prepared to counter the salesman's quick-as-a-flash "Fits like a glove" with something more formidable than, "Don't you think it's a little tight across the shoulders?" When he works up the fortitude to brazen out the frozen contempt of the salesman and select the \$80 number instead of the one at \$125, he must expect to stand off numerous reinforcements. The enemy is certain to call up the reserves, including the section manager and two contemptuous fitters, each of whom obvi-

ously regards the choice as that of a man demented.

But whether or not you go alone the real problem is raising the money to finance the project. This usually necessitates negotiating a second mortgage on the old homestead, selling a few war bonds and hocking the gold in the family bridge-work. With the bale of currency thus obtained it is possible to shop with some confidence. Confidence of a high order is essential to tackle the task of catching the eye of the wary and disdainful salesman after a minimum of chasing him around clothing racks and up and down the store aisles while he artfully endeavors to avoid noticing you.

Having hog-tied a salesman you can go to work on the suit. The basic element in a suit of men's clothes is the fabric. No suit can rise above the quality of its cloth. Except in summer clothes, most fabric is worsted, which merely means wool cloth woven from long fibers. Worsted can be soft and glamorous, like fine flannel or covert; it can be ruddy as with tweed and it can be hard-finished and hard wearing.

Hard-finished worsted is the most practical cloth for the small budget buyer. It wears longer than any, it holds its shape better (reducing pressings bills) and comes in enough patterns to satisfy a wide range of preference. Hard-finished worsted is not necessarily cheap. The quality varies widely. It can even be

(Continued on page 38)



# Rod and Gun

BY DAN HOLLAND

**One salmon out of a million eggs lives to grow up, and even then it's a tough deal.**



**W**HEN a newborn salmon expectantly opens his eyes for his first look at this wonderful world, he finds himself over his head in water—icy cold water at that. This, of course, is a shocking experience. Many of the little fellows fail to survive the blow. Others remain high-strung and irritable throughout their lives as a result. Their personalities are warped by a persecution complex. After being dashed full in the face by this first bucket of cold water, the young salmon concludes that life is just one shaft after another and he's not far wrong.

Not one salmon in a million can hope to grow up, be caught by an angler and get his picture in the paper. Fame is an elusive thing. Most salmon have an uncanny ability to realize this and, in keeping with their resentful outlook toward society in general, purposely avoid the lime-light. On those rare occasions when fame and opportunity come a-knocking, the chosen salmon grimly and stubbornly resists being drawn out in the open to be admired and made over. His attitude is almost spiteful.

A salmon is born into a large family. He has ten thousand twin brothers and sisters. Many a young salmon with a poor memory for faces finds this rather confusing, especially when it comes to keeping track of second cousins. This tends to make him even more anti-social, and when you hear someone use the expression "contrary as a salmon", don't ask me what he's talking about.

Any salmon that survives his first year feels like a soccer ball: he's plumb tired of being kicked around. Life has been a constant race to keep from going down some other creature's gullet. Everything from a snake to a seagull and from a kingfisher to Cousin Cuthbert has tried to make a meal of him. He's examined more cavities than a dentist, and he's well qualified to do a testimonial on the disastrous effect of halitosis.

At this stage of his career the young salmon is known as a parr; I presume because this is considered par for the course. Most of his friends and relations have gone the way of all fish, and the family is a smaller, if less congenial, group.

Biologists have long theorized on the nature of the tropisms and responses at this time which cause the

salmon to migrate to the ocean from the stream in which he was born. There is little mystery in this. Even a salmon can take just so much. His scales are out of balance. He dreams of nothing but dental work and his nerves are shot. Anyone would recommend a change. So he leaves his stream bed and board and heads for the wide-open sea.

**U**NTIL now the life of the salmon has actually been a carefree one. He has lived with a child's freedom and abandon, dashing merrily from one cavernous mouth to another, flipping his tail playfully in the faces of would-be assassins, and having no more serious thought than keeping his skin intact. But now, if he has played not too carelessly or recklessly, he must occupy himself with more serious business. Once he goes to sea he becomes a school fish. Family ties are replaced with school ties and he prepares himself for the world. Since this period of the salmon's life is spent in the far reaches of the ocean depths where we humans are not privileged to observe, we can do no more than conjecture on the nature of his schooling. Being naturally uncommunitive, no salmon has ever confided these secrets. We can only assume that he studies fly patterns, spinner actions, leader materials and the latest developments in line tapers.

The school is interrupted only by the constant raids of such as seals, porpoises and orcas. (The grampus is foolishly mistaken for an orca by some salmon, with the result that they never know what ate them.) A salmon remains a school fish most of his life, until he is a man. When Jack Salmon begins to notice that, although all salmon have the same colored eyes, Sally Salmon's eyes are a little more the same than any of the rest, then school breaks up. The whole kit and kaboodle of them get the same idea at the same time and they start what is known technically as a spawning migration, a long journey back to the old home town. In spite of the hectic time he knew there as a little alevin, the salmon undoubtedly is overcome with nostalgia during this trip. His breast is bursting with love, and he has no room for bitterness or revenge. All is forgotten or forgiven. He is intent only on reaching the memorable scene of his childhood.

But this is a tough trip and only those which have paid attention to their studies about man and his fish-catching methods survive the ordeal.

*(Continued on page 42)*

**Dan Holland interrupted the life of this one and doesn't look remorseful.**



**Activities Sponsored**  
by the **Elks National**  
**VETERANS SERVICE**  
**COMMISSION**

Of paramount importance throughout Elkdom are the welfare and happiness of our hospitalized veterans.



**VETERANS ADMINISTRATION**  
HOSPITAL  
Fayetteville, N. C.  
September 16, 1948

Mr. B. C. Doyle, Committee Chairman,  
Elks Club  
Box 625  
Southern Pines, N. C.

Dear Mr. Doyle:

This is to express our appreciation for the splendid entertainment which your lodge brought to our hospital last evening. From the comments of the patients, it compared very favorably with the professional entertainment offered by our Veterans Hospital Camp Shows, which is high praise indeed.

The idea of taking the boys' pictures was quite a novel one and made a big hit with them. The Elks Club programs are becoming a highlight of our monthly programs, and we look forward to your next visit.

Sincerely yours,  
ALAN BLAINE  
Chief, Special Services



*The Illinois Elks shows are a high spot in the lives of convalescent veterans confined at the VA Hospital at Marion.*



*At VA Hospital No. 99, a "hillbilly" band keeps the show moving while the stage is being set for the next act. This show was given by Excelsior Springs Lodge and the Missouri State Elks Assn., through the Veterans Service Commission.*



*This troupe of "Good Cheer" entertainers, whose aim in life is to bring pleasure to those less fortunate, entertains hos-*

*pitalized servicemen and women through the sponsorship of the Veterans Service Commission of Washington, D. C., Lodge.*



## STATE ASSOCIATIONS

### CALIFORNIA

The 34th Annual Reunion of the California State Elks Assn. took place in Santa Cruz on Oct. 6, 7, 8 and 9, with over 5,000 registered and a total of 8,000 visitors. Past Grand Exalted Rulers Michael F. Shannon and L. A. Lewis were in attendance, with Grand Est. Lead. Knight M. H. Starkweather of Tucson, Ariz., and Past Pres. J. P. Haller of the Nevada Elks Assn.

The reports of the various officers and committees revealed that the administration of retiring Pres. Earl J. Williams had greatly advanced the general Grand Lodge Program, and the Secretary's report showed that \$406,687.28 had been spent for charity by the lodges of the State. The extensive work of the Veterans Rehabilitation Committee is well known.

Past Pres. R. Leonard Bush was general chairman of the Memorial Services, with Past Pres. Dr. Howard B. Kirtland giving the memorial address and Superior Judge James Atteridge pronouncing the Eleven O'Clock Toast.

State Chaplain Rev. David Todd Gillmor acted in his official capacity.

As usual, the social side of the conclave had received a great deal of planning, with such interesting events as deep-sea fishing trips, ladies' sightseeing tours, bridge luncheons, President's Banquet with entertainment and dancing, the Past Presidents' Luncheon, Massed Band Concert and last, but far from least, the First Annual Elks' Festival of Music. This event brought together the combined singing groups of Los Angeles, Glendale, Santa Monica, Oakland and Richmond Lodges. Miss Nadine Conner of the San Francisco Opera Company and Robert Hunter of Los Angeles were guest soloists.

Winners in the Ritualistic Contest were Oakland, Burbank and Brawley Lodges in that order. Redondo Beach took the Softball Championship; Huntington Park Lodge won the State Pistol Shoot in Class A, while Class B was won by Burbank Lodge. In the Drill Team Contest Pasadena Lodge was first, Santa Monica second, Huntington Park third and Monrovia fourth.



Huntington Park, Calif., Lodge's crack Pistol Team, winner of the Permanent Trophy and State Championship at the recent Calif. State Elks Convention.

Salinas bowlers captured honors in the Bowling Tournament which was the largest event of the reunion with 75 teams from 37 lodges entered, and San Jose Lodge won in the golf match. San Francisco Lodge's billiard team carried off high honors in this, the second annual tourney. The parade on the 9th brought out 140 units, with nearly every lodge in the State represented with some sort of entry, including 86 floats and five divisions.

New officers of this large and very active Association are: Pres., Morley H. Golden, San Diego; Secy., Edgar W. Dale, Richmond; Treas., Floyd E. Tumbleson, Huntington Park; Trustees: So., Ben Osterman, Santa Ana; East, Harry Kimball, Hanford; No., Earle Morgan, Redding. District Vice-Presidents are: So., Allen M. Yourman, Cal-exico; So. Cent., Frank Aultman, San Fernando; West, George Schipper, Watsonville; East, Ray Conover, Bishop; Bay Dist., Wm. H. Burgess, Berkeley; No., J. Fred Misphey, Sacramento; Sgt.-at-Arms, Vincent Grocott, Santa Barbara; Chaplain, Rev. David Todd Gillmor; Tiler, Thomas S. Abbott, Los Angeles, who was unanimously elected Honorary Past President of the Assn. in recognition of his 34 years' service as Tiler. Long Beach Lodge will be host to the 1949 conclave.

### RHODE ISLAND

The Rhode Island State Elks Association held a two-day Convention June 19th and 20th at Newport, to which Mayor Edmund W. Pardee brought the greetings of his city.

Pres. Howard L. Goodwin presided at the business session, following which Newport Lodge was host to visiting Elks and their ladies at a supper dance. At the Sunday session, reports of committees were heard, and the Lodge of Sorrow held with John H. Greene, Jr., Clerk of the Supreme Court the principle speaker. P.E.R. James F. Duffy of Providence Lodge, Chairman of the Scholarship Committee, gave a very fine report with several recommendations. Past Grand Exalted Ruler John F. Malley, Chairman of the Elks National Foundation Trustees, presented the scholarship awards and addressed the meeting. John E. Mullen of the Rhode Island State Superior Court, Chief Justice of the Grand Forum, also spoke before the delegates.

Richard J. Butler, P.E.R. of Westerly Lodge was elected President for this year and the new officers were installed by D.D. H. Edgar Walton. They included Vice-Pres.-at-Large James F. Duffy, Jr., Providence; Secy., Fred Quattromani, Westerly; Treas., Dr. Edward C. Morin, Pawtucket; 2nd Vice-Pres., John J. Lynch, Pawtucket; 3rd Vice-Pres., Joseph D. Mattias, West Warwick; 4th Vice-Pres., Thomas Page, Woonsocket; 5th Vice-Pres., David Fitzgerald, Newport; Trustees: Michael



J. Tusciano, Westerly; Edwin G. Spooner, Newport; Joseph D. Holmes, West Warwick; Frank E. McKenna, Woonsocket; Charles F. Moran, Providence, and John W. Baldwin, Pawtucket. The meeting adjourned to meet at Westerly in June, 1949.

## NEVADA

Elko Lodge was host to the 1948 meeting of the Nevada State Elks Assn. on June 10, 11 and 12, when the delegates established a Committee to inaugurate a project of one or more Elks Children's Hospitals in the State.

Reno Lodge won the Ritualistic Contest held during the meeting at which it was decided that the next Convention would take place in Las Vegas. Officers until that time will be Pres., C. D. Baker, Las Vegas; Vice-Pres., John Cavanaugh, Tonopah; Secy.-Treas., J. R. Coffin, Elko; Trustees: O. K. Adcock, Las Vegas; Jack Halley, Reno; and A. J. O'Connor, Ely.

## COLORADO

Almost double pre-Convention estimates, more than 1,500 Elks and their wives, had registered by noon of Sept. 17th for the 45th Annual Convention of the State Association in Fort Collins. The final registration was over 2,400. Business activities closed on Sunday with the election of the following officers: Pres., Frank C. Holitza, Boulder; 1st Vice-Pres., G. A. Franz, Jr., Ouray; 2nd Vice-Pres., Lewis E. Kitts, Greeley; Chaplain, Roy H. Prewitt, Montrose; Sgt.-at-Arms, John McMahon, Ouray; Secy., Frank Buskirk, Montrose, and Treas., W. R. Patterson, Greeley. Mr. Buskirk was elected for the eighth time, while Mr. Patterson has held the office of Treasurer since 1922. Byron Albert of Fort Collins was one of five chosen as Trustees. The others were Albert Fine, Greeley; C. B. Griffith, Colorado Springs; James F. Gazzoli, Gunnison; and Clarence J. Williams, Walsenburg. Ouray will play host to the 1949 Convention, when that lodge will celebrate its 50th Anniversary.

In the Ritualistic Contest, the teams of Greeley, La Junta, Colorado Springs, Fort Morgan, Pueblo and Montrose Lodges placed in that order.

Bill Jellife of Denver was high man in the golf tourney, and Colorado Springs Lodge's bowling team won the keggers' tournament with a score of 1,778. Fort Collins rolled a 1,679 for second place.

Speakers at this well-attended meeting, which was highlighted by a huge parade, as well as a dance on the Colorado A. & M. Campus, included Past Grand Exalted Ruler John R. Coen, P.D.D. Walter B. Cooper, Mayor R. W. Hays, retiring Pres. M. B. Chase and Convention Chairman Julius Wagner.

Other dignitaries present included Gov. Lee Knous, Grand Est. Lect. Knight O. J. Fisher, and Chairman Ar-



*Dignitaries and lady spectators enjoy the colorful parade from the reviewing stand during the California State Convention at Santa Cruz in October. Left to right, standing: Past Grand Exalted Rulers L. A. Lewis and Michael F. Shannon, Past State President Earl J. Williams and newly elected State President Morley Golden.*

thur M. Umlandt of the Grand Lodge State Associations Committee.

## MARYLAND, DELAWARE AND DISTRICT OF COLUMBIA

The 29th Annual Convention of the Tri-State Elks Assn. had one of the largest attendances in its history with over 400 registrations recorded. Held at the home of Wilmington Lodge, the meeting began Sept. 3rd and continued through Labor Day. The ladies of the host lodge were hostesses to feminine visitors on a tour of Longwood Gardens, Delaware showplace, the first day, and at a luncheon the following day. The social side of the meeting was climaxed by the Convention Ball at the Shrine Country Club Saturday evening and a crab feast on Sunday afternoon. During the meeting, the delegates were honored by the presence of Past Grand Exalted Ruler Dr. Robert S. Barrett who delivered an inspiring address. The various Committee reports were most impressive, particularly the Boys Camp Committee report which revealed that 600 boys were entertained over a four-week period this past summer. The Veterans Committee work is well known.

At the Memorial Services held in conjunction with the conclave, Past State Pres. C. Ray Hare presided. The awarding of the Elks National Foundation Scholarships and the delivery of the Ritualistic Trophy to the championship team from Hagerstown Lodge followed.

Officers elected to serve during the coming year are: Pres., Harry I. Stegmaier, Cumberland; Vice-Presidents: W. E. Slaughter, Easton; Delbert Null, Frederick; and Joseph Kelly, Havre de Grace; Secy., R. Edward Dove, Annapolis; Treas., Daniel T. Witts, Towson; Chaplain, Arthur L. Kirby, Frostburg; Tiler, Estel C. Trader, Pocomoke City; Sgt.-at-Arms, W. Melvin Turner, Salis-

bury; Trustees: John J. Mealey, Chairman, Wilmington; J. Ellis Tawes, Secy., Crisfield; Luther C. Dawson, Baltimore; Leonard Pearce, Washington; George Hardesty, Towson; Andrew Kessinger, Silver Spring; and Joseph J. Chrisman, Hagerstown.

## IOWA

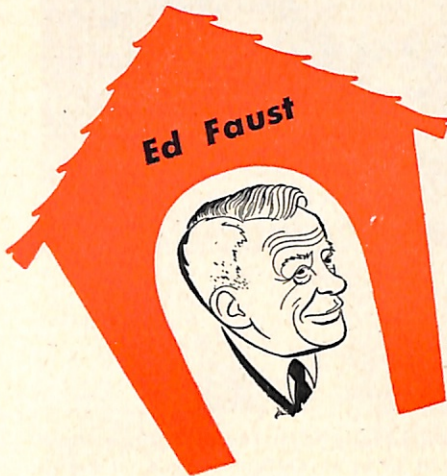
This year's meeting of the Iowa Elks Association took place in Sioux City on June 11th, 12th and 13th. Past Grand Exalted Ruler Henry C. Warner was on hand at this session during which Decorah Lodge won out over Boone and Muscatine Lodges in the Ritualistic Contest. Fifteen Iowa branches of the Order participated in the Best Student Award Contest, with a total of 83 entries. First prize of \$300 went to Mary Nell Gray.

During the year ending in June, 1948, the Iowa Elks Veterans Service Commission expended \$20,996.01 on entertainment, athletic equipment, and cigarettes for veterans in the VA Hospitals in Knoxville and Des Moines. During the same period, the Juvenile Service Committee spent \$6,156.65 in providing entertainment, candy and athletic equipment for orphanages, juvenile institutions and needy individual youngsters throughout the State.

Officers for the present term are: Pres., Frank Margolin, Sioux City; Vice-Pres., W. J. A. Rotton, Shenandoah; Vice-Pres., N.E., Paul Kamler, Clinton; Vice-Pres., S.E., J. F. Ready, Davenport; Secy., Sanford H. Schmalz, Muscatine; Treas., A. P. Lee, Marshalltown; Trustees: C. L. Mattice, Fort Dodge; George J. Schaffhauser, Dubuque, and C. E. Richards, Jr., Fort Madison.



# in the Doghouse



**The idea of looking  
at a dog as an animal  
instead of a "friend  
of man" has just occurred to Faust.**



Collies, photographed by Ylla.

IN THESE essays I haven't given much space to Fido's ground plans, his plumbing and the various parts that comprise his chassis. So for the nonce let's see what makes a dog a dog. In this, we're not going to discuss matters of character such as the dog's sense of devotion, or his unique place among all other domestic animals as a companion and friend to his master. Instead, we'll look him over as an animal.

Working from the outside in, we first examine his coat. Roughly there are three varieties of dog coats: short, medium and long. Examples of the short-coated breeds are the smooth fox terrier, the Boston terrier and the pointer. In the medium group we find the broken-haired or wiry varieties, including retrievers, sheep dogs and similar types. Here also are the wire-coated breeds such as the Airedale, schnauzers, cairn and the like. The dachshund is a versatile fellow and, although only the smooth coat is common, comes in all three types of coats.

With the exception of a few of the short-coated breeds, most dogs have two coats, an outer and an under. If yours is the average kind of dog, you'll notice that the undercoat is a short, soft coat next to the skin. With some dogs, especially those that have been bred as water retrievers for generations, this undercoat usually is very dense, enabling the dogs to endure long periods of swimming in the coldest water.

Temperature has an effect on the dog's coat and in kennels where no artificial heat is employed the coats of the dogs are likely to be much thicker and heavier than where heat is used. A case in point is the first show dog I ever owned, a Welsh terrier brought to my home as a puppy in the dead of winter from an unheated kennel. That pup's coat was like sealskin, but it wasn't long before it grew harsh and brittle under the influence of our home heating system. Only when spring came and we could park him outside did he partially recover the splendid coat he had as a pup. Now, I'm not suggesting that you toss your dog to the wintry winds to improve his coat; that would be too tough for the average house pet that has grown used to the comfort of a heated home. This sort of thing should be reserved for the dog that has always been kept outside. Nor, for the sake of your dog's coat or any other reason, should you alternate his winter sleeping quarters from indoors to outdoors. The change-about won't improve his coat any, and may result in your having a sick pup on your hands.

**A**S COLD improves the quality and density of the coat, so does dampness have a tendency to lengthen and coarsen it. But this is another statement of fact, and not a precept to be followed, because dampness, while doing things for the dog's coat, can also do very serious things

to the dog's health. It is not out of order to mention again, as I've done before, that to clip the coat of a long-haired dog in summer is a mistaken kindness. The long coat serves as a protection against the rays of the sun, and with it, the dog is far less likely to suffer from sunstroke.

Many of the breed standards permit a variety of colors in coat for show purposes, although most of them are rigid and specific as to color. Few domestic animals are seen in greater variety of coat color than the dog. You'll find almost every color found in other animals, and others, too. Blue, for example, is a color rarely seen in animals, yet we find it in the Kerry blue terrier and occasionally in the great Dane and the Doberman pinscher, as well as a few others. Color change is another peculiarity among dogs. Dalmatians, the so-called coach dogs, are born solid white; the spots, either black or liver-colored, appear in later puppyhood. Kerry blue terriers are born solid black, but as the puppy matures, the blueish tinge asserts itself. The dog may be 18 months old before the blue color is fully developed, although in many cases it never does appear.

So much for the coat. Now how about the structure of Fido? Well, he's thoroughly mammalian—skull, neck, ribs, shoulder-blades, tail. Neck, backbone and tail comprise the vertebrae—seven for the neck and

*(Continued on page 43)*





# NEWSLETTER

WASHINGTON

**WATCH CONGRESS** for action on the following in January: Transportation Tax repeal. The 15 per cent levy on travel by air, bus, steamship has been condemned all over United States as "harsh, unnecessary". Chief argument of opponents is that it represents return to tolls, penalizes travel, business, enterprise. Pressure is certain to be brought at Capitol for repeal of this piece of legislation. Governmental reorganization—the big must, but politics may bar effective action since broad patronage is at stake. Crux will be action on report of investigators working under ex-President Hoover who was asked by President Truman to perform Washington's most unpleasant job. Hoover mission specifically is to recommend program for eliminating waste, duplication. He must find solution to many big, long-standing problems, including (1) square pegs in round holes, (2) the Labor Department, (3) personnel rewards, punishments, (4) high turnover in top-bracket jobs involving constant loss of skilled men to private industry.

**VETERANS' PLACEMENT** is one of the most vexing angles of the square-pegs-in-round-holes category. Present misfit placements are admittedly hurting all concerned. First Hoover approach to this was reported to be establishment of veterans' placement offices within Civil Service Commission throughout Nation. It reflects discovery that alarmingly high percentage of veterans rated eligible on some Civil Service tests would have been shown to be unqualified by aptitude tests for the jobs they ended up in. But aptitude test plan may not see light of day; already is reported to have been watered down. Opposing it are stand-patters who hold any person can be picked out of blue and do even a specialized job as well as anyone else.

**LABOR DEPARTMENT** represents problem by itself. Already substantially toned down by the Republican Congress months ago, some members

of the Hoover Commission were reported ready to recommend its abolishment. That was before the election. With the election results in, Secretary Tobin has been reported advising top labor leaders (1) that the top staff of the Department must be doubled, (2) that he'll appoint one or more women to keep posts and (3) that the Department must pay higher salaries to both officials and employees.

**PERSONNEL REWARDS.** This means pay raises. Public hearings already have begun on the Flanders-Baldwin-O'Connor Bill to raise salaries of top Federal officials. The measure would cover only 200-odd, including Cabinet Members. But there's a drive on to amend the measure to include the President, Vice-President and such officials as Bureau Chiefs, special assistants, general counsels, etc. Big rub is that bill must be enacted into law before January 20th, if President Truman is to get pay raise. Otherwise the President's salary couldn't be boosted for another four years—too late?

Meanwhile, Washington is getting set for inauguration this month. Stands are already rising, accommodations are no longer available at most leading hostelrys. A big show is certain despite Truman appeal for simplicity. Modern note: Any profits from sale of tickets will go to community fund.

More-than-seasonal inventory gains were being reported at year-end by the office of business economics. Chief increase is showing up in retail inventories in every category but automobiles. Dealers in non-durables accounted for \$100 million of the recent increase in wholesale inventories. U. S. exports also are down, the declines extending to all continents. Exports to Europe have dropped steadily since March. Exports to South America sagged to \$125.3 million in September, lowest of any month in 1947 or 1948. Meanwhile, the Office of International Trade has acted to give exporters greater freedom, adding a substantial



number of items to the list of commodities which may be shipped to any destination in the world without export licenses. Additions range from eggs and poultry to coin-operated vending machines.

**NEW RECORDS** are piling up on the construction front. Output of building materials broke all known production records in the last reported month. New construction put in place in October was 14 per cent above the figure for the same month in 1947.

Partial answer to ever-present problem of rapidly dwindling supplies of saw-timber may have been found in a new hybrid pine, according to Forest Service reports. Produced by cross-pollination of various types of pines, the new tree is expected to mature 30 to 40 years sooner than regular saw timber variety.

**"NOTHING TO FEAR,"** assures Sam Rayburn, speaking of the expectancies of businessmen for the new year. Secretary of Commerce Sawyer spoke reassuringly at the National Association of Manufacturers meeting and President Truman has reminded business that it had nothing to fear during his previous administration. However, higher corporation taxes are in the wind. Senator Byrd would like some kind of excess profits tax in preference to deficit spending and Senator George also anticipates higher corporate taxes.



# The Iceman

**Lester Patrick has seen**

ONE day in 1893, a ten-year-old boy from the country was watching for the first time that wonderful game of hockey he had just heard about. Though his family had just moved in from the hinterlands to Montreal, he quickly found himself at home in the chilly rink.

The game moved slowly and at length the lad muttered to himself, "I bet I could do better."

He did. So much so, in fact, that in a lifetime devoted to the game he is credited with having revolutionized it completely. Both as a player and an executive, he has scored so many "firsts" that old-timers today would find the game strange.

A reporter once asked Leo Petersen, sports editor of the United Press, "Which figure in hockey is the most dramatic personality you ever knew?"

Without hesitation he replied, "Lester Patrick." Most hockey writers agree.

Perhaps when Lester was born in the French-Canadian town of Drummondville, Quebec, his father thought he would be a salesman. Later events showed he sold a big bill of goods to his father—and made possible professional hockey in the United States.

When Lester was ten years old—that day in 1893—most American kids spent their afternoons playing "one o'cat", the forerunner of sandlot baseball. In Canada, kids would

**BY WILLIAM R. SEARS**

Rangers versus Boston Bruins.  
Photo by International News.



**—and helped—hockey develop from shinny-on-your-own-side to a major sport.**

play "shinny-on-your-own-side", the same thing in hockey. "In those days," Lester recalls, "things were quite different. For a playing surface, we shoveled the snow off a vacant lot or sidewalk, flooded it and waited for a friendly temperature to make ice. For a stick, we searched the trees for a fat branch with the proper hook in it. For a puck, we stomped down hard with our heels on an old can."

The idea of shinny, says Lester, "was to hold on to the puck as long as you could. It was one against all and the result was that it developed stickhandling. You had to bull, dodge, feint and skid your way past all the other kids—sometimes two, sometimes 20—to put the puck in the basket. All day long we did this."

Before long, Lester became the most sought-after player in the neighborhood. Each street had a team to represent it. To be sure, it looked bedraggled by today's standards. Knee and shoulderpads were unknown—magazines served as shin-guards. Newspapers wrapped around legs and thighs kept out the cold. But the intense rivalry was there. As for Lester, the country boy, he just loved to play. And he did so for dozens of different street teams—some offering inducements of knives or apples. But mostly he played for sheer fun.

He may have done some thinking that night in 1893 when he came home. By the time ten years had passed he decided to make hockey a career. In 1903, he said goodbye to his teammates at McGill University and joined the Brandon team.

One day while leaning on his stick in the Brandon defensive zone with the play centered up the ice, the puck suddenly came sizzling back to him. On an impulse, instead of passing up as was the custom for defensemen, he raced up the ice, skirted flabbergasted opposing players and scored with ease.

This marked the beginning of the rushing defenseman and a host of other Patrick innovations in the game. By the time he was 21, he had stamped himself as a star and had led his new club, the Montreal Wanderers, to the Stanley Cup.

At about the time Lester saw his first hockey game in 1893, the governor-general of Canada, Lord Stanley of Preston, took an interest in the game. So much so, he established a trophy bearing his name. The Stanley Cup in itself is not worth much—\$17.00 is one estimate—but

to Lester Patrick, as to all other hockey players, it has become the symbol of major league hockey supremacy. Lester has managed or played on 15 teams to compete for its possession and won seven. And yet, the battered old mug, which in the course of 55 years has become the oldest trophy in sports competition, is so leaky you can't drink from it.

Lester's first Stanley Cup victory appeared for a while to have been his last. His father in 1907 decided to go into Canada's west-coast lumber business. But in two years depression came and huge stacks of lumber filled the Patrick yards. Lester, loyal to his father, remained at his camp turning down one offer after another to play hockey.

ONE day a telegram arrived from a small promoter in the "Creamery Town" of Renfrew. He was running a team known as the Millionaires and wanted to know how much Lester wanted to play a 12-game season.

Lester decided the best way to discourage all offers was to demand an impossible figure.

He wired: CANNOT POSSIBLY CONSIDER LESS THAN THREE THOUSAND DOLLARS ROUND-TRIP FARE AND EXPENSES.

To this unheard of sum, Renfrew replied: TERMS ACCEPTABLE COME IMMEDIATELY.

Lester scratched his head, crackled back: BROTHER FRANK AVAILABLE FOR TWO THOUSAND.

Came the reply: BRING FRANK TOO.

Brother Frank, two years younger, had shared many of Lester's earlier exploits. As kids they had played together, fashioning intricate passing plays and novel stunts. But while Lester left McGill, Frank remained to earn his B.A.

When they left for Renfrew, they were bent on merely playing a season of hockey. Ten games later, as they left for home, they were bent on changing the game completely. In 1911, their chance came.

English investors bought for \$1,000,000 all the lumber interests, and Lester, with Frank, set about convincing his father that hockey had a future as an investment. Lester's genius as a salesman won out and before long construction began on the first artificial ice hockey rinks in history—one at Victoria and a second at Vancouver. Lester at 27 and Frank at 25 were in the hockey business, with their father's money.

The two boys went at it enthusias-

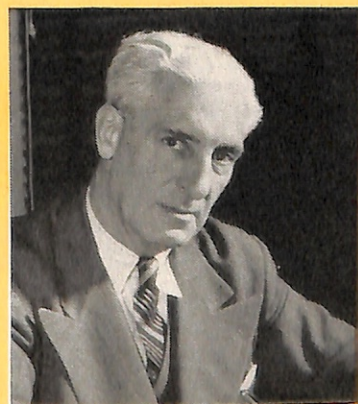
tically. They did everything. They had posters printed and displayed in store windows. They were at the box-office selling tickets and at the gate collecting them. They were on the ice before gametime, pushing scrapers and squeegees. They were in the dressing room pulling on uniforms. When the fans had gone, they trudged home with the receipts for an accounting over the kitchen table.

Their nimble minds quickly set about giving professional hockey a "new look" of fan appeal. They established standard nights for hockey—the first standardization in sports—so that fans knew they could count on hockey on the same night every week.

Lester passed a track meet one day and came home with an idea that paid off in terms of fan convenience. He put numbers on the backs of players—the first to do so—so that fans could easily identify them, thereby boosting program sales.

Fan convenience was one important consideration to the Patricks, but also the drama and speed of the game was of great concern. So, they hacked at the driftwood in the rule-books. They perfected the "rushing defenseman" for which they both became so famous. Lester conceived the idea of blue lines—dividing the rink into three zones—and developed

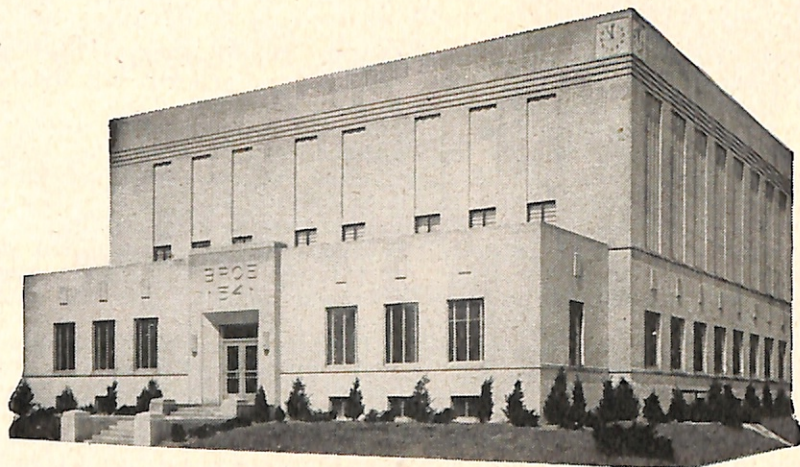
*(Continued on page 36)*



*In a lifetime devoted to hockey in Canada and the United States, Lester Patrick, of the New York Rangers, has revolutionized the original game.*



# News of the Lodges



*The handsome home of Lima, Ohio, Lodge.*



*Officers of Dodge City, Kans., Lodge head the list of civic-minded donors to the \$15,000 Community Chest Drive with a \$500 contribution. Standing, left to right, Trustee Claude Myers, Esquire Harvey Myers and Trustee John La Croix; seated, George Laughead, Esteemed Leading Knight George Deck, Exalted Ruler Carson Baker, Secretary H. E. Ripple and Esteemed Loyal Knight George Gould.*

**IDAHO SPRINGS, COLO.,** Lodge, No. 607, came into being in 1900, at a time when Grand County, Colo., was given to Idaho Springs as part of its jurisdiction. During the first years of Idaho Springs Lodge's existence, many candidates from Grand County were initiated into No. 607. A good many of these Elks remained active during the intervening years, and from time to time other Grand County men joined their ranks.

In September of this year, the members of Idaho Springs Lodge decided the Grand County members were entitled to recognition for their loyalty, and a committee was appointed to arrange a meeting in Granby, which is located at about the center of Grand County.

When the Grand County membership heard of these developments, they determined to show their appreciation by recruiting a class of candidates. Their enthusiasm collected a group of 43 fine applicants.

On Nov. 6th, three busloads of Idaho Springs Elks and their ladies journeyed to Granby where a turkey dinner was served to 251 persons. After dinner, and while the lodge meeting and initiation were going on in the high school gymnasium, the only building in Granby large enough to accommodate the crowd, the ladies were pleasantly entertained.

The officers of No. 607 exemplified the ritual for the initiation, after which lodge was adjourned, the gentlemen joined the ladies and dancing was enjoyed.

**WOONSOCKET, R. I.,** Lodge, No. 850, mourns the death of Max Cohen, one of its Past Exalted Rulers. A member of many veterans organizations in Woonsocket, and a veteran of World War I, full military honors were accorded Mr. Cohen.

Elk services were held in his memory at his home, by the officers of Woonsocket Lodge headed by E.R. Anthony F. Lawrence. An Elk delegation, led by Superior Court Judge John E. Mullen, former Chief Justice of the Grand Forum, attended burial services at B'nai Israel Cemetery.

Mr. Cohen is survived by his wife, three children, four brothers and a sister.



Knoxville, Tenn., Lodge is giving \$10,000 a year to finance operation of the new Cerebral Palsy Center, the first in the U.S.A. to give free treatment to the palsied. Here, E.R. Newell Anderson presents the first \$10,000 check to Clyde Carpenter, Jr., Chairman of the Center's Board of Directors, second from left. Secy. Kenneth Branscom of the Board of Directors, left, and Elk Secy. S. J. Elkins, Jr., look on.



Two members of Dayton, Ohio, Lodge join a happy group during the picnic the lodge gave for 400 orphans.

E.R. Nick Meissner, center, presents to P.E.R. Mayor James Osborne a fully-equipped \$7,000 Cadillac ambulance donated to the city by Glendive, Mont., Lodge. P.E.R. J. P. Wegesser stands at right.





# News of the Lodges

**OHIO SO. CENT. DIST.** The Fall Conference and District Convention of the South Central Ohio Elks was held at Lancaster Lodge on Oct. 23 and 24. Over 500 members and guests attended the two-day celebration, which included entertainment as well as important business sessions. Various talks were delivered by State and District officers including a very interesting address by State Pres. John K. Maurer. Other Ohio dignitaries on hand included State Pres.-Elect E. Gene Fournace, State Secy. Les Strong, State Treas. C. W. Wallace, D.D. Leslie W. Scrimger, and a number of State Committee Chairmen, Exalted Rulers and Secretaries.

**HUNTINGTON PARK, CALIF.,** Lodge, No. 1415, has been humming with activity during the program charted and launched by E.R. Louis Dalesandro. Included in this are full participation in all civic affairs, the sponsorship of two Junior Elks Baseball Clubs, inter and intralodge bowling, softball and baseball, visitations to other lodges, a widespread Veterans Hospital and Rehabilitation Program, the maintenance of hospital blood banks and many other worthwhile activities.

As a result of this splendid program, the lodge enjoys a consistently high attendance at regular meetings, with an ever-increasing flow of new applications for membership.

**MONTGOMERY, ALA.,** Lodge, No. 596, served approximately 150 delegates to the Sons of the Confederate Veterans Convention at a special luncheon in the attractively decorated hall of the home. Four of these old soldiers who are the Confederate Veterans were on hand for this affair which was held in their honor.

**RENO, NEV.,** Lodge, No. 597, formed a Past Exalted Rulers' Assn. last March, one of whose purposes was to stand ready to aid the lodge's officers and Trustees. Monthly meetings have been held jointly with the lodge officials, and Elkdom in the Reno area has profited by these sessions.

Officers of the Association lead the group for six months, and at a dinner meeting held in October, the election of the officers for the following six months took place. For the first six months these men held office: Pres., Sidney W. Robinson; Vice-Pres., Jos. P. Haller; Secy.-Treas., John B. Foy, and Sgt.-at-Arms, A. L. Crocker. For the next six months Mr. Haller will head the group, with John S. Halley becoming Vice-President and Mr. Foy and Mr. Crocker reelected.

**POCATELLO, IDA.,** Lodge, No. 674, doffed its hat to its Ritualistic Team, winner of the National Contest held during the Grand Lodge Session in Philadelphia, with a special presentation. About 400 enthusiastic members were on hand to see Rt. Rev. Msgr. Edmund R. Cody present to each member of the winning team, the candidate, the coaches, and the lodge, a beautiful walnut plaque, suitably inscribed with the name and number of the lodge, the date of the contest and the name of each individual, hand-engraved on plates made with a Bronze Sun Ray

**TROY, OHIO,** Lodge, No. 833, opened its spacious and newly decorated lodge room to Piqua Lodge No. 523 whose home was destroyed by fire. The occasion was the official visit of D.D. Lawrence Brubaker. Over 150 Piqua Elks made the trip and enjoyed Troy Lodge's wonderful hospitality.

## EXECUTIVE ORDER AND PROCLAMATION

TO ALL SUBORDINATE LODGES  
AND MEMBERS OF THE GRAND  
LODGE

The Grand Exalted Ruler, by and with the approval of the Board of Grand Trustees of the Benevolent and Protective Order of Elks of the United States of America, acting on authority given him by resolution of the Grand Lodge at its session held in Philadelphia, Pa., in July, 1948, does hereby proclaim that the next session of the membership and representatives of the Grand Lodge of the B. P. O. Elks will convene in Cleveland, Ohio, July 10, 1949, with the opening and public meeting to be held on the evening of July 10th. The opening business meeting will convene on Monday morning, July 11, 1949, at which time the election of officers for the ensuing year will be made. Business sessions will continue thereafter each morning at 10:00 o'clock on July 12th, 13th and 14th, until the business to come before the sessions is finished.

Grand Lodge headquarters will be established at the Hotel Cleveland, Cleveland, Ohio.

November 20, 1949

ATTEST: J. EDGAR MASTERS

Grand Secretary

GEORGE I. HALL

Grand Exalted Ruler



E.R. Edward J. Murphy, left, hands Elmira, N. Y., Lodge's \$1,000 check to Leo Considine, member of St. Joseph's Hospital Board. The gift will defray the cost of two air-conditioning units which will ease the discomfort of patients suffering from respiratory ailments.



Above: Redding, Calif., Lodge officers, Past Grand Exalted Ruler L. A. Lewis, and Past State Presidents E. J. Williams and H. E. Wisely.

Right: Ashtabula, Ohio, Lodge's golfers strike the champions' pose after winning the Dist. and State Elks Golf Tournaments.





Right: At Bakersfield, Calif., Lodge's dinner for the Boy Scout Troop it sponsors, P.E.R. C. H. Conron, Jr., speaking over Station KERN, was joined at the affair by other Elk dignitaries, Pres. Mark Wilson of the Kern County Council and other civic officials.



Left: When D.D. G. D. Kingdom visited Salem, Ohio, Lodge he received these two handsome elk heads to decorate his office.



Judge S. Ben Dunlap, P.E.R. of Caldwell, Ida., Lodge and attorney for the administratrix of the estate of A. L. Lindley who was a Caldwell Elk, hands to R. S. Overstreet, Chairman of the Idaho State Elks Assn., Inc., and E. D. Baird, Chairman of the Assn.'s Board of Trustees, stocks and bonds valued at \$14,000, willed by Brother Lindley to the Idaho State Elks Assn. Crippled Children's Commission. Standing, left to right, are Nicholas Ney, of the Commission, D.D. T. W. Dakan, Mr. Overstreet and Mr. Baird. Seated, Mrs. Ducker, administratrix, and Judge Dunlap.



Above: Elk and civic leaders pictured as the lodge presented an Emerson Resuscitator to the St. Charles, Missouri, Township Volunteer Fire Department.

Right: E.R. T. J. Galvin, facing the altar, and P.E.R.'s W. H. Evans, D. L. Cragen, F. W. Mowers and T. P. Bedard, watch P.E.R. Michael F. Pio burn the mortgage on the home of Webster, Mass., Lodge, in conjunction with the 25th Anniversary Ball.





## LODGE NOTES



Dedication of the \$25,000 tuberculosis mobile testing unit purchased by the **KENTUCKY STATE ELKS ASSN.** took place recently. This is the fifth mobile unit turned over by this group to the State . . . When D.D. Leo N. Dine visited **LANSING, MICH.**, Lodge recently, the occasion marked the opening of the remodeled facilities of the lodge home. Visitors were present from outlying lodges, and a class of candidates was initiated in Mr. Dine's honor . . . P.E.R.'s and officers of **SISTERSVILLE, W. Va.**, Lodge and their ladies enjoyed a pleasant evening recently, with a delightful dinner served by a group of ladies of the Emblem Club, followed by movies and dancing . . . California Elks are paying a lot of interlodge calls. **MERCED** Lodge officers visited **FRESNO** recently and initiated a class, and are exchanging visits with **MODESTO** and **SONORA** Lodges . . . **MERCED** Lodge recently had the pleasure of honoring no less than 77 of its members who have been affiliated with the Order for 25 or 35 years or more. These celebrants received Elk pins commemorating their long membership . . . When D.D. Frank Hise visited **PORTLAND, ORE.**, Lodge, 28 candidates were initiated after an informal dinner . . . We hear the annual charity ball recently held by **PRICE, UTAH**, Lodge was an extremely successful affair . . . The Crippled Children's Committee of **LONG BRANCH, N. J.**, Lodge has presented a fracture table to the Dr. E. C. Hazard Hospital. The committee hopes to purchase a fluoroscope for this institution, too. This group recently raised sufficient funds to purchase a respirator bed for Monmouth Memorial Hospital . . . **BISHOP, CALIF.**, Lodge officers visited **SONORA** Lodge recently and were treated royally. They reciprocated by initiating a class of candidates for their hosts . . .



*Dignitaries at the dedication of Chester, Ill., Lodge's new home. Seated, left to right: P.D.D. Gordon Franklin, State Vice-Pres.-at-Large Willis G. Maltby, Dr. N. H. Feder, member of the Grand Lodge Activities Committee, Past Grand Exalted Ruler Bruce A. Campbell, State Pres. Floyd E. Cheney, D.D. Paul H. Wolff, and P.D.D. Dr. H. J. Raley. Standing: Exec. Secy. Frank P. White of the State Elks Crippled Children's Commission, P.D.D.'s Chas. Thetford, Ray Moore and Joseph Werner, State Vice-Pres. J. W. McCord, E.R. James Berry of Chester, and P.D.D.'s Albert W. Jeffreys, J. E. Giles and Thos. Hall.*



*The pennant-winning teams in the Junior Boys Baseball League, with the trophies awarded by Oshkosh, Wis., Lodge, and presented at the banquet the lodge gave them.*



*Low scorers in a golf tournament recently conducted by San Diego, Calif., Lodge are photographed with the handsome trophies presented to them by the lodge.*



When District Deputy George Kingdom, seated center, paid his official visit to Akron, Ohio, Lodge the officers initiated a class in his honor.

The officers of Indiana, Pa., Lodge, pictured with the Roy S. Stephens Class initiated in honor of the Secretary's 25 years of faithful service. Mr. Stephens stands at center.



## Essay Contest Stirs Elkdom

**A**NNOUNCEMENT of the Elks National Essay Contest on "Why Democracy Works" met with prompt and enthusiastic response throughout Elkdom. Within a month of the announcement, subordinate lodges and State Associations advised William J. Jernick, Chairman of the Grand Lodge Activities Committee, that they had established prizes totaling over \$10,000, supplementing the national awards of \$2,000. Many others said they intend to establish awards.

Reaction was typified by the statement of Lewis Manfred, Exalted Ruler of Watertown, N. Y., Lodge, No. 496, who assured Mr. Jernick that:

"The officers and members of this lodge will get behind this project which appeals to all Americans."

The Illinois Elks Association established prizes totaling \$750. Other Associations which have announced amounts of their awards are New York, \$400; Michigan and Oklahoma, \$350 each; Pennsylvania and West Virginia, \$300 each; New Jersey, \$275; Maine, \$225; Missouri, \$200; Massachusetts and New Mexico, \$175 each; Kentucky, Montana, Vermont and Wyoming, \$100 each.

An outstanding example of the splendid support being given by the lodges is that of Sterling, Ill., Lodge No. 1218. Chairman J. C. Kram of Sterling Lodge's Contest Committee informed Mr. Jernick that they were awarding prizes totaling \$50 to three winners in each of 13 schools in the lodge's jurisdiction in addition to inscribed pins; \$100 to the district winner and a plaque and a \$25 contribution to the library fund of the district winner's school. The Illinois Southwest District also will award prizes in its area, according to James R. Snelson, Exalted Ruler of Granite City Lodge No. 1063.

"Washington, Ind., Lodge, No. 933, is going to back this essay contest 100 per cent," Frank Potts, Exalted Ruler, stated. "We have added \$400 in cash prizes to the national and state contributions in order to stimulate the desired interest."

Joseph S. Chance, Exalted Ruler of Alva, Okla., Lodge, No. 1184, said, "My committee and the lodge are very enthusiastic about the program. I know the local members will do everything in their power to further this worthwhile project."

School officials recognize the value of the contest. The Superintendent of Schools of Buffalo, N. Y., has arranged for distribution of contest literature throughout his school system, and similar cooperation is being extended elsewhere.

Newspapers hailed the Order for its constructive action. Said the St. Cloud, Minn., *Times*:

"In this way once again the Order of Elks has come through in an effort to solve one of the most serious problems facing the United States today: the spread of communism and its insidious approach to the youth of our country."

The Joplin, Mo., *Globe* declared:

"Any young American who goes to some effort to inform himself regarding the desirable features of democracy and thereby learns for himself why our system is better than communism or any other governmental system so far devised, will have acquired a priceless asset."

Chairman Jernick urged those lodges and State Associations which have not yet done so to act promptly to formulate their plans for sponsoring the contest in their areas. Names of members of Contest Committees, amounts of awards and other details should be forwarded to him at 44 Alexander Avenue, Nutley 10, N. J.



## NEWS OF THE

# Lodges

**LEWISTOWN, PA.,** Lodge, No. 663, rolled out the welcome mat not long ago for the official visit of D.D. Gilbert Summerson of Danville. A dinner was served to approximately 600 members who then attended the semi-monthly lodge session when 16 new members were formally initiated into the Order in honor of P.E.R. William K. Barr. This tribute was paid to Mr. Barr in recognition of his splendid accomplishments during his term of office. An engraved diamond-studded gold wrist watch was presented to the former leader at this meeting, which was followed by entertainment.

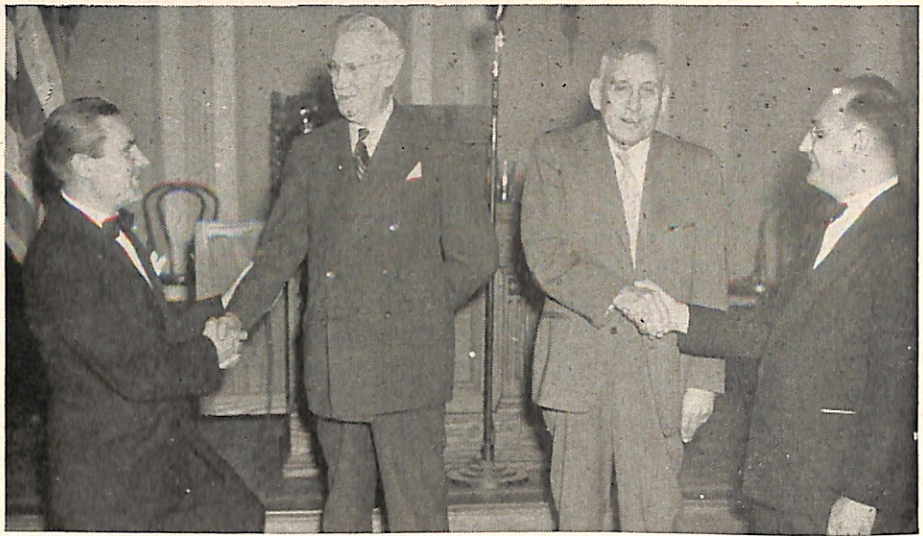
**SAN BENITO, TEX.,** Lodge, No. 1661, hasn't overlooked the Girl Scouts, which is proved by the fact that they entertained approximately 275 of these young ladies, their parents and other Scout workers at a picnic not long ago. A musical program was put on by the Scouts during the day. The affair is an annual event given for the Scouts by their sponsors.

**COLVILLE, WASH.,** Lodge, No. 1753, was instituted officially this autumn at ceremonies at the IOOF hall. A class of 98 men was initiated, with 27 members from other lodges demitting. A Ritualistic Team from Spokane Lodge conducted the initiation ceremonies, while D.D. George Clark was in charge of the institution. The new lodge's officers were installed by a team headed by D.D. Clark who was joined by officers from outlying districts. An estimated 300 persons were on hand for the ceremonies which followed a buffet supper. Entertainment was provided by the American Legion Auxiliary drum and bugle corps.

**PHOENIX, ARIZ.,** Lodge, No. 335, had good reason to hold a three-day celebration not long ago—the completion of a \$60,000 face-lifting job to the lodge home.

No. 335, organized in 1896 and residents of the present location for 40 years, is proud of the improvements made on its home. They include a new cooling system, a public address system, inter-office communication system, besides complete remodeling and refurbishing.

Dinners, open house and a dance marked the celebration, with Grand Esteemed Leading Knight M. H. Starkweather guest of honor at a special meeting, followed by a buffet supper and entertainment.



*D.D. Leslie Scrimger, left, congratulates P.E.R. George Hermann, while E.R. Roy Cochran felicitates Abe Thomas on their 50-year affiliation with the Order, when Newark, Ohio, Lodge initiated a class of candidates as a tribute to them.*



*Two of the crippled youngsters entertained at a gala party given by Niagara Falls, New York, Lodge are pictured with, standing left to right, Nelson Cirrito, Edward D'Anna, Past District Deputy Howard F. Rieger and Mr. Shaw; seated, Exalted Ruler John V. Burns and John R. McKelvy, all Elk members.*



*Allegheny, Pa., Elk officials inspect the ceiling projector presented by the lodge to the General Hospital in Pittsburgh. The machine projects enlarged photographs of pages on the ceiling of a room, thus enabling bedridden patients to read. The lodge donated \$100 to the Central Book Fund to insure an unlimited supply of films of books for hospital patients, and will purchase more projectors. Left to right are E.R. William E. Kristoff, Dr. Hamilton, Hospital Staff Physician, Esteemed Leading Knight Robert A. Vance and Hospital Supt. Dr. Wessel.*

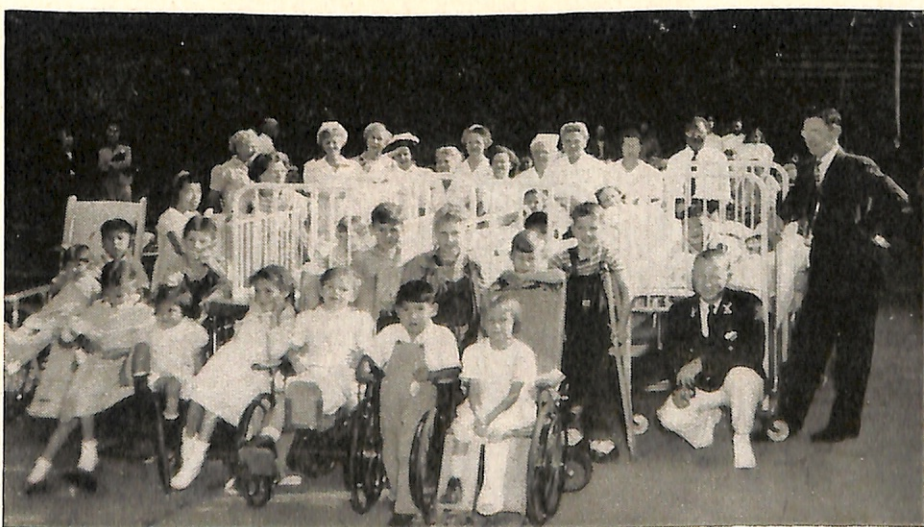




North Adams, Mass., Lodge presents an anaesthesia machine to the local hospital. Left to right: Trustees Peter Petri and James Coates, E.R. Henry A. Boyer, Dr. V. Paul Cummings, Hospital Administrator John W. Allison, Chairman of Elks Welfare Committee C. H. McCann and E.L.K. Thomas E. Meiklejohn.



A scene from the Minstrel Show presented by Ocala, Fla., Lodge. A tremendous success, the show netted over \$800 in one performance, for lodge activities and charities. Officers and members participated in the production, with the Ocala Men's Chorus and the High School Band handling the musical assignments.



These children of the Orthopedic Convalescent Home were entertained at their annual Birthday Party by Ballard (Seattle), Wash., Lodge. E.R. George D. Early, kneeling, and Chairman Bob Boad of the lodge's Social and Community Welfare Committee, are pictured with the young patients and their attending nurses.

## LODGE NOTES



When **BRATTLEBORO, VT.**, Lodge presented an obstetrical table to the Memorial Hospital, P.E.R. Dr. J. R. Malloy, a member of the hospital staff, did the honors . . . **DURANGO, COLO.**, Lodge is proud of its prize-winning float in the Annual Spanish Trails Fiesta Parade. It depicted Indians worshipping the sun, symbolic of the history of the southwestern part of the country, and won \$200 for the lodge, being first in its division . . . At the 14th Annual Harvest Festival, an event held each year by **OXNARD, CALIF.**, Lodge to raise money for its charitable activities, 69 floats were entered in the parade viewed by over 20,000 persons . . . Every time the Wells County Tuberculosis Assn. meets for that area, **BLUFFTON, IND.**, Lodge turns over the entire upper floor of its home to the clinic for the examination of all patients. One of that lodge's members, Kenneth V. Crosbie, gained nationwide fame and \$30,000 when he "Stopped the Music" in a famous Sunday night radio quiz show . . . We are advised by E.R. L. G. Willcut of **ALBUQUERQUE, N. M.**, Lodge that the Brother who sent us the information which appeared in our "Lodge Notes" on page 24 of our November issue, was in error. A statement was published crediting a special group of ladies with having contributed to the building up of the lodge. Albuquerque Lodge does not give particular credit to any special group of ladies, but is very pleased with the cooperation of all the ladies of the members of the lodge in general. In the hope that they would spur other organizations to contribute to the Community Chest, Albuquerque Lodge made a presentation of \$750 to that worthy cause.





*The Charter Class of Menominee, Mich., Lodge, photographed with Elk officials at the institution ceremonies. Grand Exalted Ruler George I. Hall was on hand for this event.*

## *News of the Lodges*



*Miss Loretta Welch presents a \$1,000 check to E.R. J. W. Jacobsen of Danbury, Conn., Lodge as a gift from the Emblem Club for the Elks Charity Fund.*



*Present at dedication of Boys Club Shelter presented by North Tonawanda, N. Y., Lodge, left to right: D.D. Earl Stahl, E.R. C. L. Kruse, Mayor Stanley M. Rosinski, Boys Club Pres. W. H. Zettel and Past Grand Est. Lect. Knight J. Theodore Moses.*

ST. MARYS, PA., Lodge, No. 437, celebrated its Golden Jubilee this year with a four-day observance, including the initiation of a large class, a fish fry, a Monte Carlo Night for Elks and their ladies, a Stag Banquet and a Golf Tournament. Highlighting the affair was the presence of Grand Exalted Ruler George I. Hall who spoke at the banquet before nearly 400 persons. Howard R. Davis, a member of the Board of Grand Trustees, introduced the Order's leader.

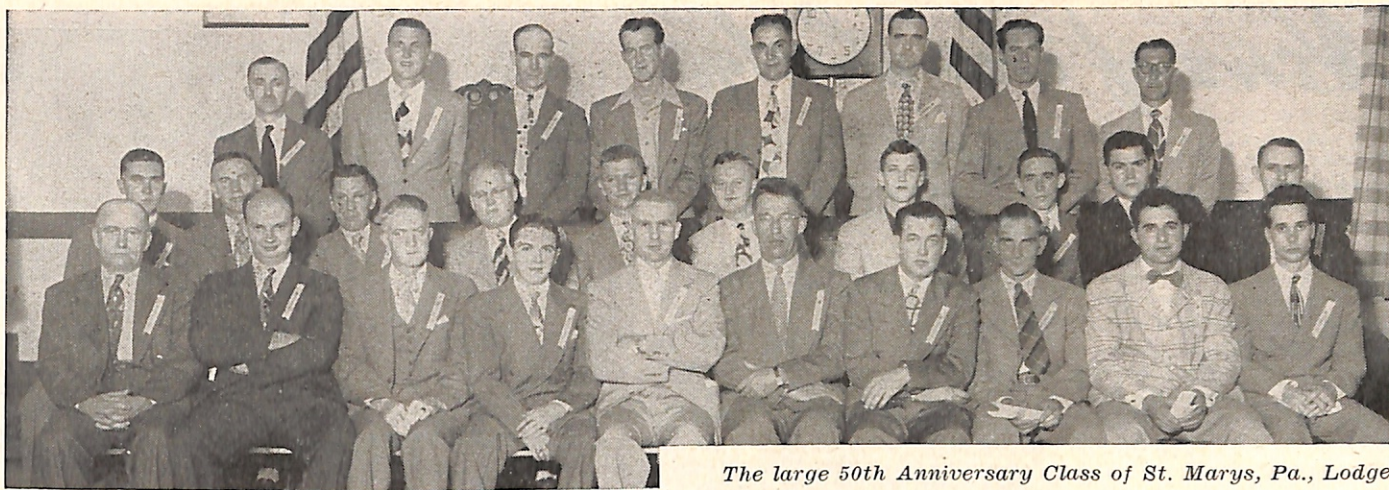
Service emblems were presented to the four Charter Members on hand, D. J. Driscoll who earlier had given an interesting history of his lodge, John C. Burden and W. G. Bauer, all of St. Marys, and Edward A. Schrum, now a resident of Newark, N. J. Two other Charter Members, Fred A. Luhr and J. W. DeHaas, were unable to attend.

Other prominent Pennsylvania Elks at the speakers' table were F. J. Schrader, Assistant to Grand Secretary J. Edgar Masters, H. Earl Pitzer, Chairman of the Grand Lodge Committee on Credentials, L. A. Donaldson, member of the Grand Lodge State Associations Committee, State Pres. John Gross, State Vice-Pres. John Bennett and many former State Assn. officers and D.D.'s.

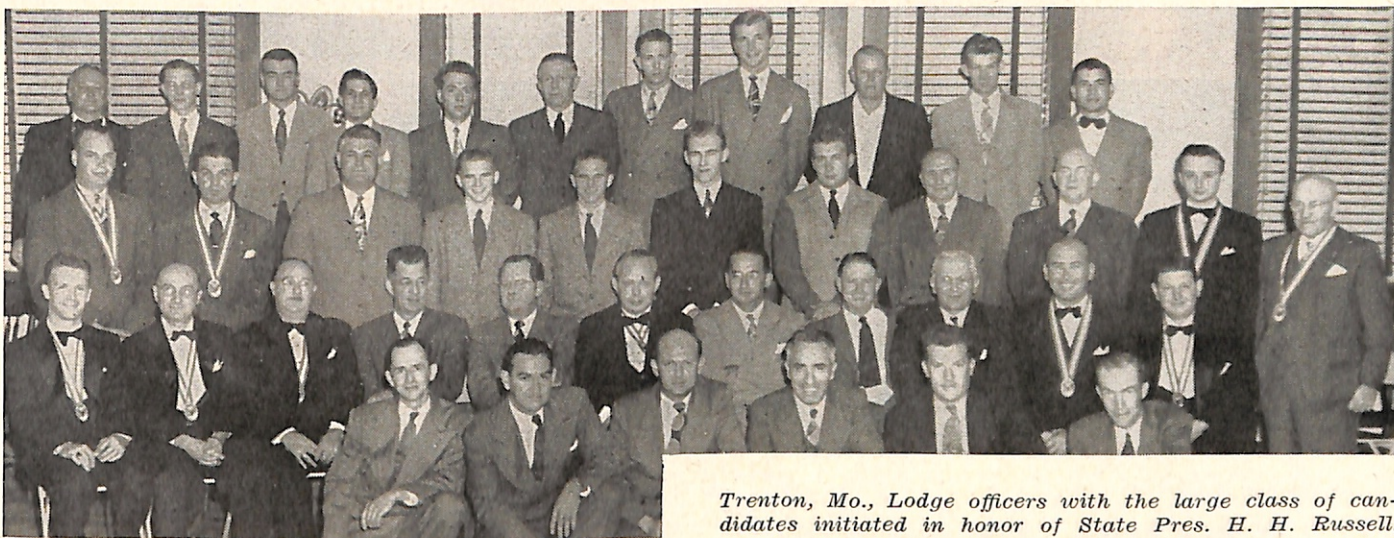
NORTH TONAWANDA, N. Y., Lodge, No. 860, dedicated the Boys' Club Shelter recently, with Past Grand Est. Lect. Knight J. Theodore Moses as master of ceremonies. Boys' Club Pres. W. H. Zettel accepted title to the Shelter from E.R. C. L. Kruse and John A. Sullivan, representative of the Tonawandas Distributing Corp., donors of a Flag and pole to the Camp, presented new colors to the Marine guard of honor.

The Shelter is a welcome addition to the facilities of the Club's day camp which was visited by over 3,000 boys last July and August.





*The large 50th Anniversary Class of St. Marys, Pa., Lodge.*



*Trenton, Mo., Lodge officers with the large class of candidates initiated in honor of State Pres. H. H. Russell.*



*One of the four classes, totaling 198 members, which were initiated into Woonsocket, R. I., Lodge in six months.*



*Twenty-eight members of the G. Angus Fraser Class initiated into Minot, N. D., Lodge to honor the District Deputy.*



# News of the Lodges

Officers of the newly instituted Carthage, N. Y., Lodge, with the 36 candidates they initiated in honor of D.D. Roland C. Quade at the home of Watertown, N. Y., Lodge. Seated left to right are Organist J. W. Phillips, Treas. M. D. McElhearn, Inner Guard L. T. Patten, Lect. Knight R. J. Schadt, Lead. Knight J. E. Doyle, Mr. Quade, E.R. John S. Trowbridge, Loyal Knight R. L. Deery, Esq. N. R. Hallen, Secy. J. C. Butler and Tiler J. K. Murphy.



Officers and veteran members of Glendale, Calif., Lodge pictured on Service Pin Night when a large group of them received 20- and 35-year emblems.



St. Monica's Home receives a sound machine and projector from Sioux City, Ia., Lodge. Left to right: E.R. Gail Hartman, State Pres. Frank Margolin, Past State Pres. Tony Perasso and P.E.R. Deane Tucker. The nurse is Sister Baptista of St. Monica's Home.



Officers, Past Exalted Rulers and new members of Mount Pleasant, Pa., Lodge are pictured with E.R. Clyde Bitner, seated center with District Deputy Clarence Braun on his right and Past State President M. F. Horne on his left.





Left: Junior Baseball League President Frank Gesualdo, left, presents the trophy to Walter Koch, manager of the winning team sponsored by Middletown, N. Y., Lodge.

Below: Watervliet, N. Y., Lodge presents a \$1,000 check to the local Civic Chest, an entertainment center for the city's young people. Left to right: Treas. P. H. Pryor, Drive Chairman J. G. Nealon, Civic Chest Secy. Mrs. Thomas Cavanaugh and Exalted Ruler L. F. Kehoe.



Left: Smiling youngsters are pictured with E. L. DeFoy, representing Phoenix, Ariz., Lodge, as they inspect some of the athletic equipment the Elks presented to the less-chance children of the Jane Wayland Home.



Below: Checks totaling \$500 are presented to members of the County Preventorium Camp for underprivileged children by E.R. L. Wagoner of Kent, Ohio, Lodge, left, and E.R. E. A. Barks of Ravenna, Ohio, Lodge, right.



When the late William T. Phillips, former Chairman of the Board of Grand Trustees, was laid to rest at Kensico Cemetery near White Plains, N. Y., the following were among those who paid their respects: Grand Exalted Ruler George I. Hall, Past Grand Exalted Rulers James T. Hallinan and James R. Nicholson, former Chairman James L. McGovern of the Grand Lodge Activities Committee who headed a group of Connecticut Elks including P.E.R.'s Felix Callahan and James T. Egan of Norwich and Thomas A. Mulligan of Bridgeport, Judge John J. Sweeney, Pres. of the N. Y. State Elks Assn., E.R. Patrick S. Mason, P.E.R.'s J. H. Chris Mitchel, Chas. M. Ertz and Charles L. McGuire and other members of New York No. 1 Lodge, and a delegation of Bronx, N. Y., Elks headed by E.R. Harry Kaplan.





## THE GRAND EXALTED RULER'S

# Visits

(Continued from page 6)



Left to right: Judge Norman G. Stagg, Est. Leading Knight, Grand Exalted Ruler Hall and Exalted Ruler J. F. Farley at the home of Ithaca, N. Y., Lodge.



At Eau Claire, Wis., left to right: E.R. M. L. Hughes, P.E.R. J. W. Selbach, D.D. Lyle Webster, Past Grand Exalted Ruler Charles E. Broughton and Mr. Hall.



At Saranac Lake, N. Y., left to right: P.E.R. A. B. Delahant, Past State Pres. John F. Seileppi, member of the Grand Lodge Activities Committee, Mr. Hall, Past Grand Exalted Ruler James T. Hallinan and D.D. Frank Fitzgerald.



Mr. Hall is pictured with Trustees and officers of Bloomfield, N. J., Lodge.

and drove its members to **NILES LODGE NO. 1322**, where Mr. Hall visited with local Elks before proceeding to the home of **DOWAGIAC LODGE NO. 389**, to be the first Grand Exalted Ruler ever to visit there. Officers and visiting Elks were entertained at luncheon and then Mr. Hall was invited to be "Grand Marshall" for a day and lead the parade celebrating the city's 100th Anniversary. The out-of-towners then went to **ST. JOSEPH LODGE NO. 541** for a meeting with 350 Elks and their ladies. This was another first official visit of a Grand Exalted Ruler of the Order.

On the 17th the Halls left for Chicago where they were joined by Grand Secretary J. Edgar Masters, and then they departed for Cleveland, Ohio, to attend a meeting of the Board of Grand Trustees. At the home of **CLEVELAND LODGE NO. 18** Mr. Hall addressed a group of veterans that evening, and the following day he made brief visits to **LORAIN LODGE NO. 1301** and **ELYRIA LODGE NO. 465**. The Grand Exalted Ruler had a younger-than-usual audience at **LAKEWOOD LODGE NO. 1350** when he addressed about 60 boys and girls who make up the Elk-sponsored band, and later in the evening he returned to his own age group to deliver one of his most inspiring talks to about four hundred officers and members.

On the 23rd, the Order's leader arrived in **DENVER, COLO.**, where he was welcomed by Past Grand Exalted Ruler John R. Coen and local Elk officials and their ladies. Many dignitaries attended the dinner and meeting held in his honor, including Gov. Lee Knous, a member of the Order, State Pres. Frank Holitza and many others. Mr. Hall's fine speech on this occasion was broadcast.

Officers and their ladies accompanied the Halls to **IDAHO SPRINGS LODGE NO. 607** for a buffet luncheon the next day, and then another "first visit" was made to **CENTRAL CITY LODGE NO. 557**. Back in Denver, Mr. Hall was driven to **TORRINGTON, WYO.**, by E.R. Lawrence Petersen of **HOT SPRINGS, S. D., LODGE, NO. 1751**, which was next on the schedule with a luncheon meeting on the 25th. Instituted only last June, this lodge has already received its Founder's Certificate in the Elks National Foundation. Immediately after luncheon, Mr. and Mrs. Hall drove to **DEADWOOD, S. D.**, where they were met at the city line by J. Ford Zietlow, former Chairman of the Board of Grand Trustees, E.R. T. B. Roberts, civic officials and a group of cowboys who staged a "hold-up", taking the Grand Exalted Ruler on a stage-





coach ride through the town. The speech Mr. Hall delivered at the dinner the lodge gave that evening was broadcast.

After breakfast on the 26th, the Easterners visited a touch of the "Old West"—the graves of "Wild Bill" Hickok and "Calamity Jane", before proceeding to Sheridan Lake where the Boy Scouts had their pictures taken with the Grand Exalted Ruler on their houseboat, the "Floating Elk". With E.R. Fred Dusek of **RAPID CITY LODGE NO. 1187**, Mr. and Mrs. Hall, together with Mr. Zietlow, proceeded to Mt. Rushmore where more pictures were taken of the Scouts and Grand Exalted Ruler Hall, before driving back through the Black Hills for a visit with **RAPID CITY Elks**, before leaving for **HURON** where they arrived on the 27th. Mr. Hall enjoyed a hunting trip, and then delivered a forceful address at an evening dinner, another speech heard by a radio audience. Later on he addressed a large gathering at **ABERDEEN LODGE NO. 1046**, after speaking over Station KABR. On the 28th, the Grand Exalted Ruler joined members of **HURON LODGE NO. 444** in celebrating its 50th Anniversary with a gala dinner and an initiation of 100 new members. Three Charter Members were on hand, George Fullinweider, D. O. Root and O. A. Ricker, with visiting dignitaries from Minnesota and Nebraska, and South Dakota State Pres. Max Austin.

All throughout these visits the Elks' ladies entertained Mrs. Hall at many enjoyable social functions.

*At Portage, Wis., were, left to right, State Trustee-at-Large F. W. Fisher, State Vice-Pres. Laurie Welch, State Vice-Pres.-at-Large Wm. I. O'Neill, member Grand Lodge Activities Committee, State Pres. W. Eulberg, Mr. Hall, Mr. Broughton, E.R. R. M. Nacet, D.D. C. F. Schuetze and Secy. Elmer Reese of Madison Lodge.*



*At Boone, Ia., Lodge, seated, were, left to right: Past Grand Exalted Ruler Henry C. Warner; Grand Exalted Ruler George I. Hall, E.R. C. E. McKinnon and D.D. Harry J. Schmidt, with State President Frank J. Margolin and other lodge officers.*



*Past Grand Exalted Ruler Broughton, first row, third from left, accompanied Mr. Hall on his Wisconsin visits. Here they are pictured with members of Baraboo Lodge.*



*Mr. Hall accepts Sunbury, Pa., Lodge's \$300 check for the Elks National Veterans Service Commission from E.R. Claude Renn.*



## HOW TO

# MAKE DEMOCRACY WORK



*The house of health that kindness built  
—Valley City Clinic and Hospital.*

**T**HE GOLDEN RULE is probably the most widely known idiom for doing good in all the land. There is scarcely a child who has not heard it. Yet sometimes, with the years, we forget these simple words upon which the very foundation of our way of living is built.

As a motto of the Order of Elks, however, the Golden Rule is constantly in the minds of the nearly 1,000,000 members of the Order who give continuous demonstrations of their adherence thereto.

A year ago, a young doctor devoting his life to the care of the mountain people of North Carolina approached the officers of Hendersonville Elks Lodge of which he is a member. He asked for their support in building a small hospital in the mountains some 15 miles outside Hendersonville. The hospital was badly needed in the area peopled by 6,000 Americans, many of whom were indigent, and Dr. George Bond had recognized that need even when he was a young boy.

He "spotted" an old abandoned brick school house and immediately saw its potentialities. The Hender-

sonville Elks saw the potentialities too, and agreed to supply the \$1,500 necessary to purchase the school house, giving additional sums to make repairs. The Elks were largely responsible for the raising of the balance of the cash which has been spent to date—over \$11,000. With this amount, the people of the community, following the example of the Hendersonville Elks, turned their time, energies and talents to the building of this fine institution which has an estimated value of \$65,000. It is called the Valley Clinic and Hospital, has accommodations for 24 patients and its equipment, some of it homemade, compares favorably with that of larger hospitals.

During October this hospital was dedicated with appropriate ceremo-

## **The Order of Elks and the Golden Rule**

nies at which Past Grand Exalted Ruler Dr. Robert South Barrett was the principle speaker. Dr. Barrett described the institution as a "miracle in the mountains" provided by helpfulness and cooperation to answer the needs of 6,000 or more of "America's most independent God-fearing people".

The Valley Clinic and Hospital is a heartening, modern example of the traditional American way of getting things done through help, energies and willingness of people of a community.

\* \* \*

Another example of the eagerness of the membership of our Order to cooperate comes from Joplin, Mo., where the Robert S. Thurman Post of the American Legion needed assistance. The Post had a well-organized drum corps but was without funds to buy uniforms for this group. They contacted E.R. Chris Oltman to see if somehow the Elks could raise the \$3,000 necessary to uniform the corps. A committee headed by Charles Griesser, a Life Member, was appointed. Within ten days, the money was raised within the lodge itself, as a civic gesture and to promote the welfare of the community.

The 42 members of the Legion drum corps, and the more than 1,200 members of the local Post expressed their gratitude to Joplin Lodge as the one organization in the town that could really get things done. Through these Joplin Elks the corps is handsomely uniformed and a source of deep pride of the community.



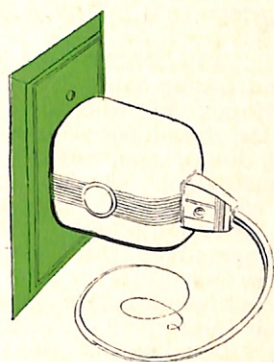
*A \$3,000 Joplin, Mo., Elks check changes hands, and a Legion Post's 42-piece band is uniformed from head to toe. Left to right: E.R. Dr. H. C. Oltman, Cmdr. William Hagensicker of the Legion and Charles Griesser, Chairman of the Elks Drum Corps Committee.*



# Gadgets and Gimmicks



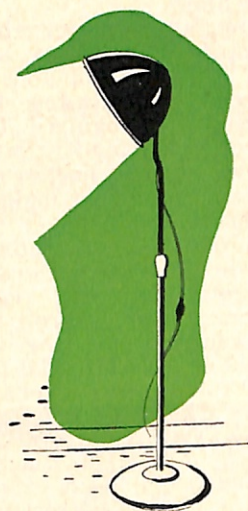
**T**HINGS get better all the time, or at least they're supposed to. Here are some new newly-developed-plastic playing cards that purport to have several advantages over other plastic cards, or old-fashioned cardboard cards. These cards are washable, and resistant to cracking and tearing. They also are resistant to burning and humidity changes. Made of firm, flexible material they can be handled smoothly and they won't stick together, nor will their edges curl. No pikers, the manufacturers claim their cards are capable of outlasting at least 150 decks of ordinary paper cards. But the real question is: Will they fill all your inside straight?



**A** LONG time ago shaving was quite a project. You got out the blade and whetted it carefully, lathered up and proceeded to slaughter yourself. Then came the safety razor and finally the electric razor. They're not through yet. Here is an item to assist even the most modern electric razor. It is a small inverter unit. Plug it into the wall socket and plug your razor into it; then listen to the increased hum of the razor. What happens is this. The unit inverts the alternating current to direct current and, apparently, electric razors run much better on direct current. Why this is so is something of a mystery to all except those who have knowledge of amperes and things. Nevertheless, it is true. The razor is happier, works better and cuts shaving time as much as 50 per cent.

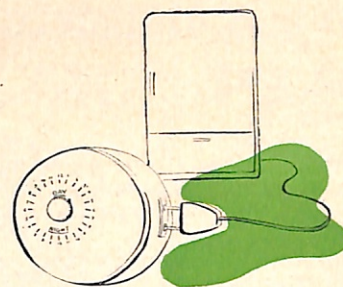
**I**T IS a pity that Lady Macbeth knew nothing about this new spot eraser. Had she been in the know there might have been no reason to get hysterical over the spot that worried her con-

siderably. The product can remove stains from most fabrics in common use. It will remove spots caused by foods, grease or oil and can save many an embarrassing situation. Should your tie dip into the gravy, or should the gravy splatter on upholstery, rug or dress, you can save on cleaning bills by applying this spot eraser. It is contained in a lipstick sized receptacle and will fit into a pocket or pocketbook with no trouble. All you have to do to remove a stain is to rub the end of the stick over the spot, leave it undisturbed for ten minutes; then brush the area clean.

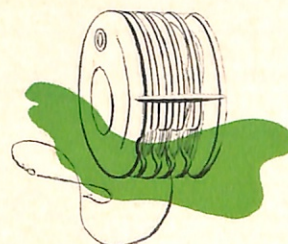


**M**ANY people who suffer from respiratory ailments, chronically or otherwise, have been advised by their doctor to move to a warmer, drier climate. In most cases this is impossible and, as a result, the therapeutic value of warm, dry air is denied these people. Today a new product is on the market that, within limitations, is able to bring the climate to the patient. It is a lamp that warms the air and lowers the relative humidity in a given area. It can operate in the bedroom all night warming and drying the air in the area of the pillow while the person sleeps. Since this appliance is dark burning, it won't interfere with sleep. The lamp has other uses. It can be used in a baby's room over the crib to prevent the baby from catching cold when he kicks the covers off—which he's bound to do. It can also be used to relieve body aches, sore muscles and sprains. The lamps, nationally distributed, are available on a unique rental-sales plan. You can rent the lamp for a period of time and, if pleased with the result, apply your rental cost against the sale price.

**A**MONG things designed to complicate life as we know it on this planet is the chore of defrosting our



refrigerators. Normally this is done, not on a schedule, but only after the cake of ice around the freezing unit threatens to push the food out of the refrigerator. A new item appears to take care of the matter and modernize refrigerators not so fortunately equipped. It is an automatic defrosting unit that can be attached to any refrigerator. To revive an old copywriting term, "It works while you sleep." Each night when you are abed, or at least should be abed, the device switches off the refrigerator for a given length of time and then switches the refrigerator back on. It operates long enough to get rid of the daily accumulation of ice around the freezing unit. Naturally enough, it also increases the efficiency of your refrigerator, since there is no longer a thick, insulating coat of ice to hamper the unit. It increases the life of the refrigerator motor and condenser unit and saves on electricity. And, since the refrigerator can operate now as it was designed to, food is kept fresher and fewer food odors can lurk in the interior to spoil edibles. All you have to do is buy the unit, which is not unreasonably priced, and then plug it in to a regular electrical outlet.



**T**HE law, not unwisely, sets aside seasons for fishing, but there is no such thing as a seasonal or part-time fisherman. True, he may be unable actually to fish at some seasons throughout the year, but when not actively engaged in fishing, he is concerned with getting his tackle ready for the next season, or sitting around talking about the previous season. The more profitable of the two pastimes is, of course, getting tackle ready for the approaching season. Here is something to consider while engaged in that activity. It is a new leader reel designed to hold various types of fishing leaders and leader material. The single reel is divided into five sections and permits the fisherman to store various sizes of coil leader as well as long fly leaders. The sectioned reel keeps individual leader materials from tangling or uncoiling. It is made of plastic.



# The Iceman

(Continued from page 19)

the forward pass. These changes served to emphasize speed, quick rushes and lots of jarring, jolting action.

He borrowed from soccer the "penalty shot"—that dramatic moment when the goalie faces his sternest test: Can he, without help, prevent a score?

The goalie was transformed, with deft changes in the rules, from a helpless onlooker who had to remain upright at all times into a jumping, bouncing, kicking, fighting participant. For this transformation, Lester was later to be deeply thankful. Playmaking became a fine art and a science featured by regular black-board sessions, which were unheard of previously. He put players on a strict diet; something they had heretofore scorned.

By now the Pacific Coast League had been organized on a full business basis. The Patricks at Vancouver and Victoria were the dominant figures in the league and had devised the post-season "playoff" system whereby league championships were determined by an elimination system. It was so successful, minor league baseball at a later date adopted it widely.

The brash young men knew no bounds and within three years the Vancouver Millionaires had shown themselves as the top team in hockey. Having won the right to engage the champion of the rival National Hockey Association in the East, Patrick brought his west-coast tricks into

play. His innovation of shock troops won the Stanley Cup because instead of substituting players singly, he sent them in as forward teams of three. Functioning smoothly, they easily routed the disorganized opposition, with the result that there was widespread adoption of the "forward line" practice.

Lester always considered himself first a player because, of the many hockey duties he had, playing was the one that most pleased him. Although, at the age of 39, he retired with 19 full seasons behind him, three years later, when three of his regulars were injured, he pulled on a uniform. If this was remarkable, an even more exciting return to actual playing lay ahead of him.

By now, artificial ice rinks had sprung up in many cities, but especially in the more populous eastern Canada and United States. The Patricks quickly recognized that the sparse western Canadian population could never support hockey's growth and eastern clubs were making players harder to get.

So the big deal was engineered in 1926. The Patricks entered three-way negotiations with representatives from Boston, Detroit and Chicago, resulting in the greatest individual deal to date and involving \$250,000 for properties today valued at nearly \$1,000,000. Detroit took over the Victoria crew, Portland blossomed out as the Black Hawks of Chicago. Some of the West's great stars were scattered: Eddie

Shore went to Boston to establish himself as one of the game's greats; Red Dutton went to Montreal and later to the National Hockey League presidency; Frank Boucher, the game's great center who is now manager of the Rangers, went to Boston and the Cook brothers, Bill and Bun, went to New York.

THE two Patricks heaved a great sigh and shook hands. This was it. It was the end of the Patrick association with hockey, at least as a team. Frank was staying on the Coast and Lester was going to California for a long vacation. Yet, it proved only the beginning. For Frank—league directorship and a coaching job at Boston; for Lester—the brightest phase of his career.

Col. John Hammond started it with a telegram from Madison Square Garden in New York.

"WHAT ARE YOUR TERMS TO MANAGE GARDEN HOCKEY TEAM?"

Lester, tired and anxious for a rest, muttered: "I'll fix that." His experience with the Renfrew Millionaires notwithstanding, he decided to ask for a huge figure: "FIFTEEN THOUSAND DOLLARS AND EXPENSES."

"COME AT ONCE" was his answer, and Lester couldn't say no.

Col. Hammond, who lived in the era of the fabulous promoter, Tex Rickard, heard someone suggest a team nickname: "Tex's Rangers." And so when Patrick arrived at the Garden, Hammond said, "Just get the Rangers into third place and we'll be satisfied."

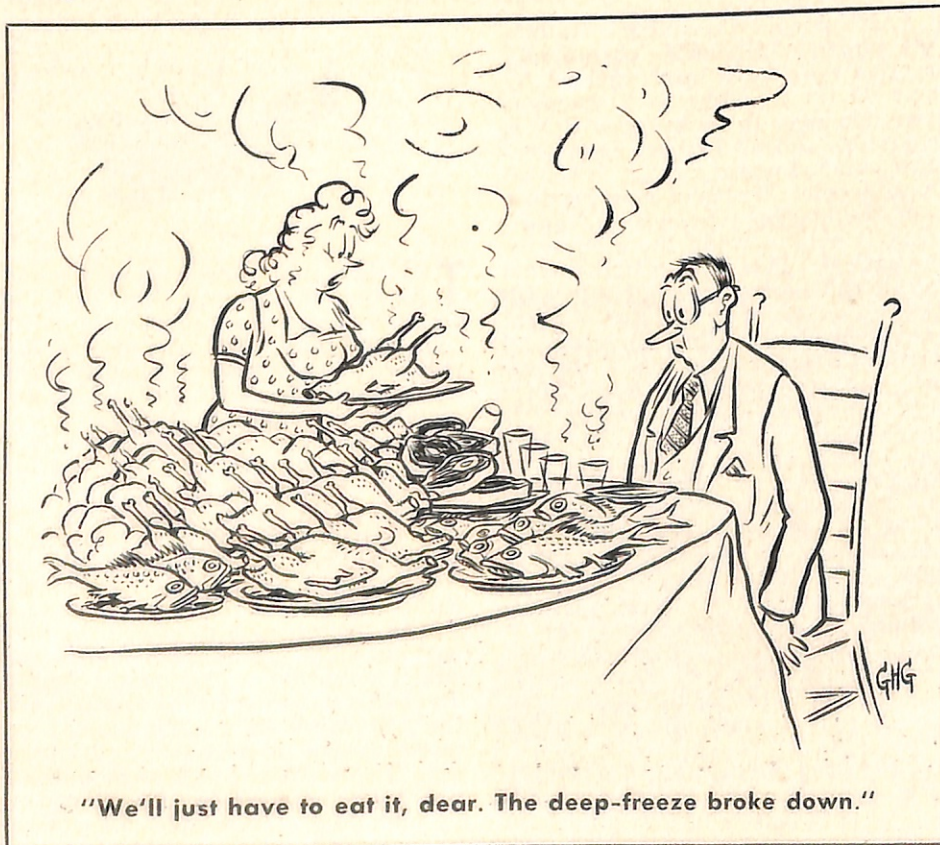
Col. Hammond noticed that Lester's hair was gray. A Canadian newspaperman, noting the premature change of color and impressed with Patrick's business acumen, promptly dubbed him the "Silver Fox".

Lester's first proposal to management was, "Get Frank Boucher."

Management balked, understandably—albeit respectful of his gray hair and keen insight. Boston's price for the Irishman with a French name was \$15,000.

"I know what I'm doing," persisted Lester. "If I can put Frank back between the two Cook boys, we'll have the greatest line in hockey." So, the Rangers bought Boucher and in the ten years these three rampaged through the National Hockey League record books, they compiled the staggering total of 522 goals and 510 assists for 1,032 points. Another 42 goals and 29 assists in playoff competition brings this total to 1,103.

No other hockey line comes close. Talk of Tinkers to Evers to Chance in baseball reminds you of the Four Horsemen of Football. Then you naturally recall that historic forward line: Bill Cook, right wing; Frank





Boucher, center, and Bun Cook, left wing.

In Patrick's first season as Ranger Manager, the Blue Shirts finished in first place of the League's American Division but were defeated in the post-season playoffs. In his second year, they again finished first but eliminated Pittsburgh and Boston to enter the finals for the Stanley Cup.

The Montreal Maroons that year had a powerful club and quickly showed their strength by winning the first of the best-3-out-of-5 series. Lester's former player, Red Dutton, contributed half the Maroon 2-0 victory.

**T**HE second game, on April 7, 1928, is the game hockey fans still talk about. There were 12,000 fans in Montreal's Forum, all howling for a clean sweep.

The first period was scoreless, but in the second, Nels Stewart of the Maroons whipped the puck at the Ranger net with blinding speed. The Blue Shirts' plucky goalie, Lorne Chabot, didn't see it soon enough and it crashed into his eye. He was rushed to the hospital but in the meantime the game had to go on. Whom could the Rangers use?

In the dressing room, word came that Alex Connell, the Ottawa Senators goaltender, was in the stands. Yes, he would be glad to fill in. Lester hurried over to the Montreal Manager, Eddie Gerard.

"Tough break, Lester," he said.

"Yes," replied Lester, "it is. Lorne is a hard one to lose but Connell will play. How's for letting us use him?"

"Nothing doing," Gerard replied. "I don't want to seem hard but we're out to win. The rules say you can't use anyone who isn't on your roster. You know the rules, Lester."

Lester was confident he knew the rules very well—well enough, in fact, to know that a rival manager can waive this particular rule, as Patrick had done in 1922. Lester remembered that the Toronto team in 1922 had asked for and received such permission from the Patricks' Vancouver team. In fact, the ineligible player who went in at defense for Toronto played so well that Toronto defeated Vancouver. That player was Eddie Gerard.

Lester returned gloomily to the dressing room. Then someone remembered that his name was on the roster and therefore he was eligible. No one remembers who suggested that a man 44 years old should play goalie for the first time in his life during a crucial Stanley Cup game. But someone did. Then one after another, players chimed in to plead he go out. And finally, he gave in.

"Okay," he threw his hands up. "I'll do it. But, remember, if we lose the playoff money, this was your idea, not mine. Now get out there and give me some protection." So, Lester pulled on Chabot's sweaty, blood-stained jersey. He tugged a baseball hat over his thatch of silver hair, snapped his pad buckles on and said, "Let's go."

(Continued on page 38)

## TOOLED **ELK** EMBLEM Special HALVORFOLD Pass Case



**23K Gold Name FREE!** **\$7.50 POSTPAID**

Rotary or any other Emblem in 23K Gold FREE

Gold Plated Corners and Button Fastener

**SMOOTH BLACK CALFSKIN**

**SEND NO MONEY PAY NO C.O.D. USE THE HALVORFOLD A WEEK FREE!**

Newly perfected, extra thin model HALVORFOLD—Pass-Case Bill-Fold, Card Case—just what every Elk needs. No embarrassing moments fumbling for your passes—just snap open your HALVORFOLD and they all show, each under separate, transparent acetate face, protecting them from dirt and wear.

The ingenious Loose Leaf Device enables you to show 10 or more passes, membership cards, photos, etc. Also has Card and Ticket Pocket besides large currency compartment at back. Made of high grade, smooth, black GENUINE CALFSKIN specially tanned for the HALVORFOLD. Tough, durable and has that beautiful, soft texture, that shows real quality. All nylon stitched. Gold Plated Corners and snap fastener for extra protection and added beauty. Size 3 1/4 x 4 3/4, closed. Just right for the hip device prevents breaking down. You simply can't wear out your HALVORFOLD. 23K Gold Name, Address and Emblem FREE. This would ordinarily cost you \$1.00 to \$1.50 extra. An ideal Gift with your friend's Name. And now for a short time I am making the extraordinary offer of giving FREE TO ELKS my genuine Calfskin Key Case (illustrated at right) merely for the privilege of showing you the HALVORFOLD—No-no strings.

**FREE to ELKS**

This Genuine Calfskin Key-case with your name in Gold for the privilege of showing you the HALVORFOLD. Handiest thing you ever saw for car or latchkeys. Keeps 4 keys on strong steel hooks.

It's yours whether you keep the HALVORFOLD or not. Don't miss this free offer.

Read Coupon Below Clip & Mail Today

## Free Examination! Send No Money—No C.O.D.

Read my liberal offer in coupon. No strings to this (the genuine calfskin key-case is yours whether you keep the HALVORFOLD or not)—just send the coupon and your HALVORFOLD and key-case come by return mail. No C.O.D.—no payment of any kind. Examine the HALVORFOLD carefully, slip in your passes and cards and see how handy it is. Show it to your friends and note their admiration. Compare it with other cases at \$10.00 and over (my price to you is only \$7.50). No obligation to buy. I trust Elks as square-shooters and am so sure that the HALVORFOLD is just what you need that I know how. Don't miss this chance.

See coupon.

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Pittsburgh's manager, Odie Cleg-horn, was called in to coach but he wasn't really needed. That determined crew had decided it couldn't let Lester down. Lester skated out to his goalie spot. He turned back a few practice shots while a murmur of surprise and awe rippled through the crowd. And when the referee's whistle blew, it was a grim-faced Ranger crew that took its positions on the ice.

Check? They hurtled the Maroon team into the rink sides with teeth-rattling savagery. Lester—the fighting active participant he had made the goaltender by his rule changes—was turning away all rubber. Finally, in the third period, Bill Cook put the Rangers ahead, 1-0.

Lester took a second to breathe easier and in that second Nels Stewart tied the score. Regular time ran out and after a rest period a disheartened Lester took his position for the overtime—a sudden-death overtime. The first team to score wins. After a harrowing period and a half of turning away the Maroon offensives and having victory in his grasp for a fleeting moment, Lester now faced an even greater strain. One lapse and it was all over.

For seven hectic minutes—minutes as long as months—he repelled every thrust. And then a forward swooped in and scored. It was Frank Boucher, his great center, who had brought an end to the ordeal and won the game for the Rangers. It was Boucher who was first to rush over to hug Lester and help carry him to the dressing room.

Yes, a Frank Merriwell finish followed. Lester obtained use of another goalie for the series. He dropped his first game, 2-0, but the strangers swamped the Maroons in

the final two games and won the title. It is Boucher, perhaps, who best personifies the intangible that Patrick has brought to hockey: the name "gentleman". In the rowdy sport of shinny, Boucher, under Patrick's guidance, captured, for seven years in a row, the Lady Byng Trophy. The first cup—awarded to the most gentlemanly player on the ice—was finally given to Frank permanently and a new one was put into competition.

Who then but this former Royal Canadian Mountie was the natural choice to succeed Lester in 1939? When Patrick stepped down from the coaching box and to a sideline job of vice-president, Boucher was named to succeed him. Not only as a coach and manager, but as a leader. He showed that—as had Lester—by his devotion to his players. In 1943 when his war-depleted team was short-handed, he stepped in (well over 40) to play 15 games and score 14 points.

Lester's two sons, Lynn and Murray, made their marks as Rangers. After successful playing careers were shortened by military service, they have taken places in the Ranger farm empire. Murray manages St. Paul while Lynn manages New Haven. And there's talk Lynn will move up when Boucher steps out.

Last December, the greats of hockey—including his two sons—donned their uniforms to pay tribute to Lester in a ceremony commemorating nearly half a century of his association with the game. The speeches and dedications centered about his election to Hockey's Hall of Fame.

Technically, he was seventeenth to enter that select group. But most fans will always feel he was first.

## Fine Feathers—Fine Bird

(Continued from page 11)

sleazy junk. (For other than summer wear, suiting should weigh at least 14 oz. to the yard.) But in its price class hard-finished worsted is usually the most economical buy. The principal patterns to look for are sharkskins, nailheads and glen-plaids.

Most people looking for a good buy forget that the style of a suit is at least as important as the material and the manufacture. Practically, a suit is supposed to keep the body warm and dry. Esthetically, it is expected to reflect a more or less accurate impression of its wearer—an individual whose tastes, whose occupation and whose pocketbook can to some extent be measured by the look of his suit. This questionable objective can readily be achieved by an expert tailor working with an unlimited budget. Picking out a ready-made suit that will reflect its possessor takes a bit more doing.

Every clothing store carries two basic styles, each being made for a different temperament and body

structure. These styles are conservative and drape (or lounge) and they are made in both single and double-breasted models. There is no fixed principle about which style a man should wear but a good rule-of-thumb is drape suits for men with broad shoulders and narrow hips and double breasted models for those whose opulence may be showing slightly about the middle.

As every magician knows, the three-sided mirror is the greatest perpetrator of optical illusions yet invented. Nevertheless, the final decision on what to buy must be made by the trembling consumer as he stands in front of such a mirror surveying what hath been wrought. If he thinks the conservative model makes him resemble a man with a five-figure checking account, then that's for him. If the drape appears to set him off as one of professional distinction, then drape it is. If what he sees reminds him of a refugee who has found sanctuary in a left-over piece of Barnum and Bailey tenting,



then he must try something else. Whatever the effect, his own instincts must guide him.

**I**T ISN'T easy to determine quality of manufacture. Much workmanship goes into a suit where it doesn't show and even a professional buyer would need to rip a garment apart to give accurate and detailed comment on its construction. There are supposed to be six standards of manufacturing quality. Theoretically, a customer purchasing a No. 4 should know that he is doing better than the buyer of a No. 3. But these standards are set by local union regulations and not—as they should be—by an impartial national bureau of standards. Consequently they differ widely. A No. 1 made in Los Angeles may be better than a No. 2 made in Rochester, and a Virginia No. 3 may excel a New York No. 4. But generally grades 1 and 2 are about the same and are machine made; 2 and 3 also are similar and the machine work is tempered with some hand tailoring and the 5 and 6 are largely hand-made. There is also a super job, the 6 plus, with every possible refinement of a ready-made suit.

Merely because a garment is machine made doesn't mean it will wear out in a few weeks. It may last as long as a \$200 tailored number. But machine work affects looks. Even with the usual alterations the odds against an excellent fit with a machine made suit are an unpromising 100 to 1. The reason is simple. The hand worked garment is built to fit a human body; the machine suit is cut to fit a paper pattern. Top clothing buyers acknowledge that the value of a hand sewn collar is intangible. But hand placed shoulder pads are important else they may look like the misplaced muscle lumps of a five-time-a-week Greek wrestler.

Checking on tailoring detail is worthwhile only because it helps reveal inherent quality. If the stitching around the buttonholes is hard and flat, it's a machine product. The quality of the stitching under the collar, just inside the sleeve and inside the trouser cuff is indicative, too. The softness of the lapels will

show the quality of the canvas fabric used between the back and front pieces of the suiting and reveals its capacity for retaining shape. But except for such obvious and minor checks you'll have to depend on the salesman to tell you how the suit was made.

Despite their capacity for intimidation of inhibited customers, salesmen in the better quality stores are good and reliable Joes. But they work on commission and they are primarily concerned with the law of survival which in their case is to sell enough to keep the pantry stocked with hotcakes. You'll get their best service when they're not too busy making hay, so if you want to make a careful selection and get a good buy, avoid shopping Thursday evenings and Saturdays. That's when they make the bulk of their sales. But whenever you shop don't be rushed into buying something you don't like. When you stand before that fateful mirror, if you're in doubt, don't buy.

Above all select a store with a good reputation. A store which has none hasn't anything to lose by selling you inferior or unsuitable merchandise. A reputable store won't permit its staff to make false or exaggerated claims, nor will it countenance indiscriminate selling of clothes which fit improperly. The only trouble with reputable stores is that they usually stock higher priced lines, although the right suit is a worthwhile investment.

How much it is worth is up to the buyer. The higher the price the more subtle variations in style there are to choose from. But the important test of any suit is how it makes the wearer feel. If it gives him an extra lift, that's the answer. The men's clothing buyer of a huge store told me recently, "No man should pay \$75 for a suit if it doesn't make him feel at least \$25 better than a \$50 suit. That is where the value lies in quality. Wearing good clothes gives a man psychological advantage over his competitor—but only if he can sense it for himself."

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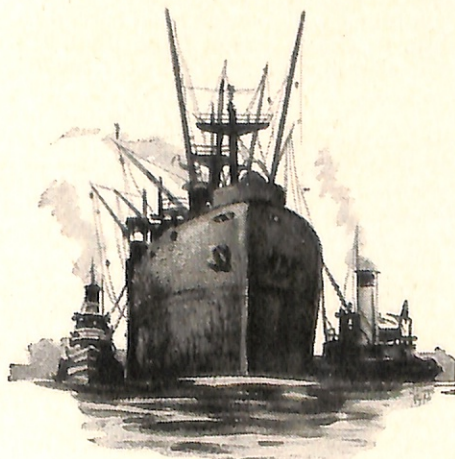
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## Business Outlook for 1949

(Continued from page 5)

might even be an increase in personal income taxes, particularly of those in the higher income brackets, partly in order to siphon off purchasing power but primarily to prevent the Treasury from operating at a deficit and from further expanding the public debt.

3—In addition, the introduction of controls could be expected, including not only stand-by price control but also rationing and wage control, since it is evident that price-control without wage-control is not effective.

4—It might be expected that the Board of Governors of the Federal Reserve System will ask and obtain from Congress new legislation not only to increase its powers over the activities of the commercial banks but also to be in a position to influence and regulate the investment activities of the life insurance companies as well.

In other words, if military expenditures should exceed by a substantial margin the present estimates of \$15 billion, the economy of the country will probably assume a pattern somewhat similar to that which existed during the war. The chances of higher taxes and renewed controls over the economy have been enhanced by the outcome of the November election, since President Truman advocated such a policy during the previous twelve months.

Deflationary Forces: If, on the other hand, military expenditures are kept within the present estimates, the business pattern will assume an entirely different character. In that event, the anti-inflationary forces working toward a readjustment in the nation's economy will become more and more pronounced. The danger of inflation will rapidly disappear and business activity in general, as well as commodity prices, employment, wages and profits will decline and the economy will be marked by greater stability than has been the case during the past few years. The decrease in employment will result in an increase in the efficiency of labor, while the decline in profits will cause increased efficiency in management. Both combined will lead to a moderate decline in prices of commodities which will stimulate sales.

THE principal anti-inflationary forces in our economy may briefly be summarized as follows:

First, because of the high cost of living a very large portion of the income of many families has to be devoted to food, leaving relatively little available for the purchase of other commodities. This is evidenced by the fact that not only has dis-saving progressed rapidly among people in the lower income groups but there also has been a sharp increase in personal indebtedness such as installment and other consumer credit

loans. While high prices stimulate production, at the same time they tend to reduce demand because of the inability of many people to convert a potential demand into an actual demand.

Second, the productive capacity of the country has increased materially in the last three years, during which huge sums have been spent by American business enterprises to modernize plant and equipment and to expand output. As a result, the supply of commodities being made available for consumption has increased rapidly and in many instances the supply not only has equaled but even surpassed the demand.

Third, the pipelines have largely been filled and inventories have increased considerably, with the result that in many lines the output is being used exclusively to fill current demand. In some industries this has already converted the sellers' market into a buyers' market. This condition applies particularly to certain consumer goods industries such as some types of textiles, shoes, liquor, motion pictures, jewelry and luxury articles, and it is rapidly extending to other lines also.

Fourth—and this is probably a factor which business people in general are inclined to overlook—credit has become tighter and it is more difficult to obtain not only mortgage loans but also ordinary bank accommodations. In part this is due to the recent raising of the reserve requirements by the Board of Governors of the Federal Reserve System which reduced the ability of the commercial banks to lend and invest. In part it is the result of the more cautious lending policy adopted by many banking institutions because of increased risks; and in part it is due to the fact that some of the smaller banks throughout the country are already lent up to the limit, taking into account the ratio of their own capital resources to their risk assets. The tightening of credit will be felt particularly by medium and marginal concerns. Already some who have found their lines of credit curtailed have been forced to seek accommodation from finance companies. Some of the latter, however, have also felt the effect of the credit-tightening process and are not in a position to meet the new demands on them. Further tightening of credit can easily lead to the liquidation of inventories with the result that there will be a curtailment of production and employment.

THERE are other evidences that the forces of readjustment are increasing. The building of new homes and construction contracts awarded in the last few months have shown a tendency to decline. The real estate market seems to have passed its peak. Prices of older homes have shown a



moderate decline as compared with a year ago and the sale of new houses is a much more difficult job than was the case six or eight months ago. Assuming that military outlays are not greatly increased, capital expenditures by industry during 1949 are also likely to go down. The decline in housing construction and in capital expenditures by industry, however, will in part be counteracted by increased expenditures for public works and possibly slum clearance and low-cost housing.

Which of the two sets of forces will prevail it is impossible to state. However, it is fairly certain that a sharp break in business activity such as occurred in 1920 is not likely to take place during the next 12 to 15 months. Even if military expenditures are kept within present limits or go even lower, a sharp decline in business activity, commodity prices and employment is out of the question, for the following reasons:

1—A break in farm prices during the next 12 months such as occurred in 1920 is impossible because of the farm-price support policy of the Administration, which will prevent prices of basic farm commodities from declining from the present level. This in turn assures good farm income.

2—A big drop in exports such as happened in 1920 also cannot take place so long as the European Recovery Program is in operation and the United States Government places large amounts of dollars at the disposal of European countries.

3—A repetition of the drastic credit restrictive measures adopted in 1920, accompanied by a sharp break in prices of government obligations, is definitely not to be expected. Not only could a policy of strict credit control and high interest rates easily convert the present period of prosperity into a serious depression, but it also might place the Treasury in a difficult position. During the next 12 months \$45 billion of short-term government obligations come due which will have to be refunded. There are over \$55 billion of Series E, F and G government bonds outstanding which are demand obligations and can be converted into cash by their holders at almost a moment's notice. Because of these and other factors it is fairly certain that the monetary authorities will use their vast powers to prevent any substantial decline in prices and increase in yield of government obligations and any material tightening of bank credit.

5—The labor situation today is entirely different from what it was in 1920. At that time, only about three million workers were members of unions. At present, organized labor numbers in the neighborhood of 15 million. And, as the Presidential election indicated, labor is powerful not only economically but also politically. A material reduction in money wages is therefore out of the question.

6—In case the forces of deflation should become pronounced, one may

expect that the Administration and the 81st Congress will adopt measures to combat it. Under these circumstances it is fairly certain that the President will ask for the expenditure of large sums, not only for slum clearance and low-cost housing but also for the development of the natural resources of the country, such as the establishment of a Missouri Valley and a Columbia River Valley Authority. Moreover, even if the deflationary forces should not become pronounced, one may expect that legislation will be introduced to increase the minimum wage from 40 to 70 or 75 cents an hour, to increase Social Security benefits and to make grants for education.

THE question confronting the United States today is whether the forces of inflation will become accentuated because of increased governmental expenditures, especially for military purposes, thus leading to increased controls, or whether the forces of readjustment will become more in evidence and the economy will be marked by a greater degree of stability. There is no question of a sharp decline in business activity during the next 12 to 15 months. A repetition of what happened to our economy in 1920 is not likely. This does not mean that everything in our economy at present is sound. A number of maladjustments have crept in which will have to be rectified. Some day the pent-up demand will have been met, aid to Europe will come to an end and foreign competition will increase. Some day we will have to pay for the mistakes of the past, but this will not happen next year.

Conclusion: The economic visibility at the present time is rather low, primarily because of the international political situation and the uncertainty as to the economic and social program of the Administration. It is fairly certain that bills will be introduced into the Congress to meet the campaign promises and that some of them will be enacted into law. Some of these measures, notably as regards taxes, may have an adverse effect on business. In spite of the election upset, the international situation remains the dominating factor in the business picture because it will determine the size of military expenditures and the need for new taxes and controls.

The problem now faced by our economy is not whether there will be a serious depression during the next 12 to 15 months. This seems to be highly unlikely. The question before us is rather whether the economy will be surrounded with new controls and restrictions, such as were in force during the war, or whether the forces of readjustment which are already evident in some industries will spread, thereby giving the economy much more stability than has prevailed during the last few years. To repeat, the deciding factor will be the military expenditure.

Even after the President has pre-

(Continued on page 42)

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sented the Budget Message to the new Congress, it will not be possible to state definitely what the final figures for military outlays will be, since modifications and new appropriations can be made during the year. It may be assumed that the Administration and its advisers fully realize the economic implications of increased military expenditures and that every effort will be made to keep them on as low a level as is compatible with the nation's security. Those responsible for the national defense know that military security obtained at the expense of economic security

weakens the country and does not achieve the desired results. Therefore, one may hope that military expenditures will not expand materially beyond the present estimates and that the forces of readjustment will prevail, accompanied by increased competition and a moderate decline in prices of commodities. If military expenditures are kept within present estimates, then we have passed the peak of the inflation and the economy of the country during the next year should be marked by greater stability and a modest increase in the purchasing power of the dollar.

## Rod and Gun

(Continued from page 12)

Those which prove incompetent to travel through the maze of nets and traps soon get canned. They accept this fate gracefully, as is their habit. The few which escape being canned continue their journey to the river of their birth.

This ability of the salmon to return from the sea to his parent river and follow it up to his birthplace is called by scientists a migrating instinct. Instinct saves a lot of wear and tear on the salmon's mind. He doesn't have to remember each fork and bend in the road; he merely goes where his nose points. Instinct is also a cagey way for us humans to admit that we haven't the slightest notion of how a salmon accomplishes this remarkable homing journey.

In some parts of Alaska the salmon is a bear necessity. Brown bears and black bears, big bears and little bears line the river banks and gorge themselves on the migrating fish. They stuff themselves all summer, and all winter they snooze and dream of the big ones that got away. This is one thing the returning salmon finds difficulty in laughing off. It's not that he begrudges the bear a square meal, for with the perspective of maturity he has rationalized his role of stomach stuffing, but a bear has such a large stomach. Besides, he is so deceitful. For years bears have been spreading propaganda that they catch salmon by slapping them out on dry land with a well-aimed paw. Salmon are prepared for this. The bear leads with his left, the salmon shifts his defense for a right cross, and the bear bites his head off. This happens to a salmon only once, so this bear fact never does get around among the salmon. Bears think this quite droll.

THEN there's the happy sport fisherman waiting patiently to play with the fleet salmon, but the salmon is in no mood to play. By now he's fighting mad, and he generally leaves the once peaceful fisherman with a broken rod and an ill temper. Salmon invariably have a pronounced effect on a fisherman. No matter how quiet or self-contained a man may be normally, the strike of a hard-running salmon sets him on fire. Some fisher-

men merely become vocal, others acrobatic and a few combine both in the form of a war dance.

What with canneries, fishermen, bears, eagles, otters, waterfalls, cascades and the like, comparatively few salmon realize the fond hope of reaching their birthplace. If, on the average, two salmon out of the ten-thousand-member family survive to reach their objective, spawn and die, then nature has completed her plan successfully and the mad race will start all over again. These two emaciated, scarred, malformed fish which have successfully fought their way up from the blue Pacific play the role of their two parents before them. It has all been for this. Then they die and never see their offspring, as they never saw their parents. This is where the salmon race ends, and begins again.

Salmon are known by many names. For instance, the largest of the five species of Pacific salmon is called by fishermen in different localities: king, chinook, tye, spring, quinnat and Columbia River salmon. However, these names aren't a patching to what salmon call fishermen. Some of these simply won't bear repeating.

Each species also has a Latin name. This eliminates confusion. For instance, the salmon mentioned above is *Oncorhynchus tshawytscha*. It means—but of course the meaning is obvious. No one as yet has succeeded in pronouncing it, but an irritated red squirrel can come close.

This name was given to the king salmon by a Latin named Walbaum with the aid of a mad Indian. Tradition has it that many years ago ichthyologist Walbaum was guided through hostile country, in the true tradition of the early West, by a lovely Indian maiden named Crazy About The Braves. She was about to land a large king salmon one day when at the last moment her tapered leader broke, whereupon she spat and muttered *Oncorhynchus tshawytscha*, or words to that effect, and the fish was named.

Salmon have had a very pronounced effect on the culture of the Indians of the Northwest and Alaska. One of their loveliest poems, translated freely from the Tlingit-Haida



language is: "Spring has sprung and the grass is ris'. I wonder where the fishes is." Of course the word "fishes" in this traditional poem refers to any one of the five species of Pacific salmon. The Tlingit-Haidas weren't particular as long as they could get their teeth into them.

A favorite method of catching salmon among these Indians was twisting their tails. Twisting the

tails of some creatures, such as lions, is said only to irritate them, so these Indians might not prosper in Africa, but twisting the tail of a salmon has the same cooling effect as does a sledge on the noggin of a steer. Twist the tail of a salmon and his teeth chatter once, his eyes bug out like a tromped-on toad, and he's had it. Salt on a salmon's tail has no effect whatsoever.

## In the Doghouse

(Continued from page 16)

39 to 44 for the rest of the backbone including the tail. The backbone of the dog is a bit more pliable than that of many other animals; hence the dog can move more easily and quickly in varied positions. It is this, perhaps, that enables Fido, when on his own, to be such a proficient hunter—swift in attack and an elusive target for his enemies. Your dog has 26 ribs in 13 pairs, each rib directly opposite its mate along the backbone. As in all other animals, the dog's muscles are made up of minute fibres, while its circulatory system is exactly like that of other mammals. In all other respects your dog's internal structure is much the same as it is in other animals: digestive system, liver, kidneys, stomach, intestines, etc.

Fido, contrary to the belief of some folks, is not a chewing animal. Instead, he tears and gulps his food. It is not necessary for him to chew in order to mix saliva with his food. He tears his food into pieces conveniently small to be swallowed, the digestive process taking place in his stomach. That is why meat is such a satisfactory food for the dog, although for nutritive value any of the better known commercial foods containing meat are acceptable. Hard biscuits, while having food value, offer the added advantage of helping the dog to clean its teeth and to promote firm and healthy gums, but meat or a meat equivalent should be the mainstay in the dog's diet.

Next to your dog's digestive system, of greatest importance are its ears, nose and eyes. Dogs are sometimes born deaf and for this condition there rarely is an effective cure, although a deaf dog is not necessarily disqualified as a watch dog. A dog is acutely sensitive to vibrations felt through its body. Hence a deaf dog can detect the approach of a person or animal almost as quickly as can one that has its full hearing. A peculiarity of the dog which has been deaf since birth is that it seldom barks or even learns how to bark. A dog's faculty for barking is acquired mainly by imitation; it learns through hearing other dogs or through excitement communicated to it from its master. Wild dogs rarely bark; instead, they howl.

In general, there are five types of ears among dogs. There's the upright type, such as possessed by the German shepherd; the rose ear of

the bulldog wherein part of the ear is turned back to reveal some of the interior; the V-shaped ear of some of the terriers, such as the fox terrier; the drooping hound ear, and the semi-prick or semi-upright ear of the collie. Frequently, the process of teething will affect the carriage of a puppy's ear. The dogs' ears that should be upright or V-shaped may droop during this period. Illness in puppyhood or even in grown dogs also can affect ear carriage. But for the pup whose ears misbehave during the teething time, Nature usually corrects things before the youngster has reached a full nine months. If the ears do not assume the right carriage by then, it's time to worry—if you're inclined to bother at all about how your dog's ears conform to fashion.

**N**EXT in order is the dog's nose, which perhaps is its most valuable sense conductor, inasmuch as he identifies and classifies persons and things with this appendage. His sense of smell is perhaps the keenest among all animals and is certainly far superior to that possessed by humans. His nose literally serves as his eyes. With it he identifies his master, locates a lost toy, is warned of an approaching enemy. Incidentally, the dog's cold nose is caused by evaporation of moisture from the surface, the moisture coming from the pirus gland inside the nasal cavity. The color of Fido's schnozzle may vary with the breed, running from fawn to black, although for most breeds the black nose is specified as standard. A variant on fingerprinting has been developed for dogs: nose-printing, said to be surest of all means for dog identification. The process is simple; the dog's nose is dried and then dampened with a sodium thiosulfate solution. The nose then is pressed against ordinary self-toning daylight photographic paper and the paper is exposed to sunlight. After exposure, the paper is fixed with a solution and dried.

The dog's eyes have three colors: the dark, small pupil in the center; the iris surrounding the pupil and the white of the eye. For all dogs, the shape of the eye is identical, although physical contours surrounding the eye may give it a distinctively different appearance. Among some breeds, such as the St. Bernard and the bloodhound, the eye is marked by a



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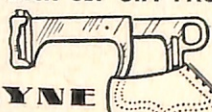
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large haw. This is a sort of third eyelid, a red and often very noticeable covering on the inside corner. All dogs have such a haw, but it is only prominent in certain breeds, particularly those I've mentioned. Its purpose is largely to protect the eye from intrusion of foreign matter. As I've remarked before in these columns, of all its senses the dog's eyesight is of least importance to him. He is quick to detect a moving object that crosses his field of vision, but is not too keen in perceiving objects which approach or recede from him, or are stationary. Why this is so has never been explained satisfactorily, leaving the field open for speculation. This gives Faust a chance to air a theory to the effect that in their primitive state, thousands of years ago, dogs were animals of the forest, not the plains. Hidden in dense foliage, they learned to depend upon the scent and sound of an enemy approaching long before that enemy could be seen. Thus it may be that the dog's eyes were not conditioned for great use, while his ears and nose were the relied-upon instruments.

In the mouth of the average dog, barring a few breeds, the teeth nearly

meet. I say nearly—not exactly. The normal mouth shows teeth with the upper row slightly protruding beyond those teeth of the lower jaw. This gives the dog a scissors-like bite rather than a chopping grasp. The overshot jaw, wherein the upper teeth noticeably protrude over the lower, is not desirable. The undershot jaw, with lower teeth protruding beyond those of the upper jaw, is permitted for bulldogs, although that, too, in your writer's opinion, is an acceptable defect premised upon a cockeyed claim that a dog with such a jaw can better grip its quarry or opponent. This idea stems from the days when the bulldog actually was used for bull-baiting. In truth, old prints showing such dogs in action depict them with normal jaws. The dog with the grotesque, undershot jaw, seen among the bench-show favorites in bulldogs today, can't begin to compete in gripping power with a dog possessing normal jaws, such as the bull terrier, and others of its kind.

In this issue, your reporter has only started to explore the anatomy of your dog, but in some subsequent number we'll go further into the matter of what makes a dog a dog.

## The Salmon Derby

(Continued from page 10)

genius overnight put him in the top salary bracket, whereby he could remove Miss Leatha Cornwell from the murky atmosphere of newspapers, the final scene being a clinch in an ivy-draped cottage in the suburbs,

the ambition was only noble and uplifting. Perhaps Mr. "Fish-Face" Johnson, who already put a heavy bite on the *Banner's* payroll, justifiably felt himself closer to the golden end of the rainbow. Miss Leatha





Cornwell, skilfully managed it so that neither suitor was too certain of himself.

As for Mr. Johnson, the salmon derby itself was an affront to the sense of fairness of the *Banner's* staff. No employee could enter it; the top prize of fifteen hundred dollars cash, the automobiles, the outboard motors and such went to utter and probably undeserving strangers. As the man who ran this distasteful enterprise, Mr. "Fish-Face" Johnson personified its injustice, and many were the dark predictions that he would come to no good end. With great cheerfulness, however, he assumed whatever mathematical risks he took, and for the moment seemed in no danger of falling into a pit of his own digging. As he stood there in the doorway of The Round Table room, clad in his expensive fishing-clothes, having just spent another pleasant and healthful day on Puget Sound while gathering material for his column, he stirred anathema or something closely akin to it. Smelling of the invigorating outdoors as he did, the salt-water tang flavored with good bourbon, his presence was jarring in the extreme.

Mr. Rehan regarded his foe with admirable restraint, saying nothing. There was good, old-fashioned common sense in Mr. Rehan's attitude, the fishing editor outweighing him by thirty pounds and being obviously in a truculent mood as well as a bit "high". Yet there are limits beyond which even the most peaceably-inclined person cannot be pushed.

"Like Bill Moss said," remarked Mr. Johnson nastily, "the *Banner* would never stand for a phony attempt to pass off Eugene Field's classic as an original. Anybody but a police reporter would have known better!"

Mr. Rehan got to his feet, his breathing suddenly accelerated. Then he leaped lightly upon an intervening chair, his left hand securing a firm grip on the fishing editor's collar. Despite his elevation, Mr. Rehan was in the act of starting a right swing from the lower rungs, when he was seized by his fellows. Fist-fighting within these sacred portals was *de trop*, even lacking decorum. The embattled fishing editor was shoved outside and the door slammed after him; in quiet triumph Mr. Rehan resumed his seat.

"Should have changed the looks of that mush-mouth," he remarked significantly. "Couldn't have helped improve a mug like that." This statement was obviously a worthy truism, as even the best friends of the fishing editor, few though they were, could never have regarded him as handsome. Viewed head-on, he bore a startling resemblance to a wide-mouthed bullpout. The nickname "Fish-Face" was scarcely a libel.

But the near-clash seemed to throw a pall of gloom over the session of The Round Table. The usual *joie de vivre* had soured. Mr. Rehan presently betook himself from the place, heading down the street toward the

central police station from force of habit before realizing that no longer was he covering that beat. Avoiding the press room, for he wanted no further portion of sympathy this night, he drifted into the night court, a favorite spot where he had been wont to study the murky currents of unlucky humanity as a scientist might peer through a microscope at the queer meanderings of molecular life. In the past, the place had turned up many a good human interest story.

THE municipal judge, who had a fondness for the working press so long as they mentioned his name often and spelled it correctly, nodded cordially to him and went on with the dreary business of throwing the book at an elderly Indian, Charley Two Buck, a familiar figure in police circles, inasmuch as he had an unconquerable yen for "rubby-dub", or de-natured alcohol, which because of its potency he regarded as the only true firewater worthy the name. While strong with the magic of "rubby-dub", he had been discovered by the white man's law in the act of trying to tear up by the roots a totem-pole which had long graced city hall park, and which Charley Two Buck insisted had been stolen from his clan. The police judge had just ordered Charley Two Buck sent to the dungeons for ten days when Mr. Rehan was struck by a brilliant inspiration. He said afterward that it came almost like a bolt of lightning.

Just before they led Charley Two Buck away, Mr. Rehan stepped quickly to the bench and whispered to the judge. The latter, never surprised at the bizarre ideas of these reporters, listened and then nodded agreement. It might develop into a story that would make page one. The idea of sending this Indian back to his reservation north of town, thereby keeping him off the necks of the taxpayers who would have to feed him for ten days otherwise, would be good business if the judge decided to run for the superior bench at the next election. "Sentence suspended," he announced in his best judicial tones. He glowered at Charley Two Buck. "I'll make it thirty days if you show up here again. Next case!"

Charley Two Buck, a bit dazed, found himself being led out of the place by Mr. Rehan. Just why this young white man had come to his aid was bewildering, but he was willing to listen. As Mr. Rehan explained hurriedly, it dawned on Charley Two Buck that the ways of white men were strange indeed, and only served to strengthen his long-held belief that most of them were unquestionably "pelton"—crazy, in the Chinook jargon. Not only was this young white man responsible for keeping Charley Two Buck out of jail, but he was promising twenty dollars for what seemed an insignificant favor. Likewise he was even binding the bargain with a silver dollar slipped into Charley Two Buck's hand, exacting only the pledge that

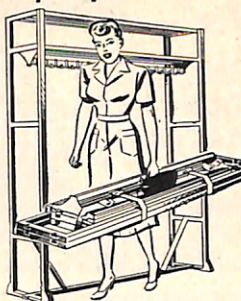
(Continued on page 46)

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When disorder of kidney function permits poisonous matter to remain in your blood, it may cause nagging backache, rheumatic pains, leg pains, loss of pep and energy, getting up nights, swelling, puffiness under the eyes, headaches and dizziness. Frequent or scanty passages with smarting and burning sometimes shows there is something wrong with your kidneys or bladder.

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**BROOKS APPLIANCE CO., 123-B State St., Marshall, Mich.**



Charley Two Buck go straight to the Indian reservation and stay there, avoiding "rubby-dub" until the pact was completed. For twenty dollars, Charley Two Buck might have sworn off "rubby-dub", semi-permanently, at least. He swore by the Saghalie of the Skies that he would not fail, and that hereafter he and the young white man would be as blood-brothers.

As a former employe of the *Banner*, Mr. Rehan was aware that he might be regarded as a trespasser if he entered the newspaper's lunchroom, as the latter was reserved exclusively for workers. Yet he felt that it was only fair if he saw Miss Leatha Cornwell and assure her that all would yet be well. Probably she had done a lot of worrying over the disaster which had befallen him, the story of which unquestionably was all over town by now, falsely colored, no doubt, by Mr. "Fish-Face" Johnson.

When Mr. Rehan appeared before the cash register where Miss Leatha Cornwell presided so charmingly, he saw at once that she was a courageous girl who could, if necessary, hide her emotions. She hid her grief magnificently; in fact, she looked as gorgeous as usual, with her red hair and green eyes and the professional smile with which she greeted every customer. As she saw him, she even appeared surprised.

"I thought," she said, "that you had already left town!"

This remark, it seemed to Mr. Rehan, was hardly the proper one. Still, he reflected, it was plainly apparent that the girl's mind had been poisoned by his fish-faced enemy.

"You sound," remarked Mr. Rehan dourly, "as though you'd been sold a bill of goods!"

"If you mean Mr. Johnson," she replied with a touch of acerbity, "at least he has a job!"

"Yeah?" retorted Mr. Rehan. "When I get through with that lame-brain, I'll not only have a job, I'll have more money than he ever saw at one time!"

She sniffed daintily in derision. "I think," she said coldly, "that you have been drinking. Please step aside and don't block the line of customers." Mr. Rehan flung himself out of the place and into the night, thinking that lack of faith was one of life's bitterest tragedies. Miss Leatha Cornwell was disappointing. Well, she'd have to live and learn. More hurt than angry, he sought his modest lodgings.

FOR days thereafter his moves were a mystery to his friends. He made no effort to get a job on another Bay City newspaper, although it was quite likely that his funds were running low. Nor did he seek employment elsewhere, out of town. Instead, he seemed to have developed a sudden passion for salmon-fishing. In view of his oft-expressed scorn of the sport, the abrupt change in his attitude caused no little concern among his friends. Yet he made no

effort to conceal the fact that he had apparently become a votary of the salmon-worshipping cult. Dawn of each day found him out on the limpid reaches of Puget Sound in a hired rowboat equipped with all the fantastic tackle a fisherman takes along. Boathouse attendants came to know him at sight, and they spoke rather admiringly of his persistence for, so far as anybody observed, he caught no fish. What Mr. Rehan could have told them, but for obvious reasons did not do so, was that he was building background. As the day of the great salmon derby neared, Mr. Rehan had acquired a healthful tan in place of the police-run pallor, but no trophies of the deep. Nevertheless, he appeared unworried by his astounding bad luck. He was on hand early when the fateful day of the derby came at last.

Because of the tides, the contest began at dawn, with Puget Sound blanketed in one of those impenetrable fogs which Captain Vancouver noted with some annoyance in the late 1700s and which had kept Bay City's Chamber of Commerce and other civic boosters on the defensive most of the time since then. Mr. "Fish-Face" Johnson's pre-dawn broadcast spoke lightly of the fog as a "low overcast"; for Mr. Rehan the thing was propitious, as though the elements themselves were conniving with him.

Never had he realized that so many persons could possibly be interested in such a tedious pastime as fishing. Thousands of them were banked behind the wharf where the radio crew had set up a microphone for Mr. Johnson to do his stuff as master of ceremonies. The morning had a raw chill, yet there were many women in the crowd. Small boats were racked alongside the fishing-wharf, which was crowded with hopefuls awaiting only to be checked out and for the gun to be fired by a coastguard cutter serving as patrol ship, to start the tournament. Mr. Rehan saw people he knew. Old Pepper himself was there, paying deferential attention to a plump, elderly man dressed in fishing clothes who Mr. Rehan guessed was the visiting soap powder magnate, P. J. Hargrove, a great lover of this sport, although the oblique cause of Mr. Rehan's troubles. Moss was there, too, stifling a yawn and looking sleepy, but cheerfully accepting the fact that this occasion was a "must" appearance for a *Banner* executive. Mr. Rehan likewise saw Miss Leatha Cornwell, standing closely to the microphone and acting as though she hung breathlessly on every word that "Fish-Face" uttered. Somewhat sickened by the spectacle, Mr. Rehan turned aside to go through the formality of checking out. But not before he was aware that the fishing editor, as well as Old Pepper, had spotted him.

Both of them looked slightly astonished, yet there was no opportunity for either to take action just then. "Fish-Face" Johnson, realizing that he was on the air, went on



with his drooling about J. Marcus Pepperdine's public-spiritedness, and throwing a curve or two for Mr. P. J. Hargrove, the noted sportsman, who this day was giving his approval of the *Banner's* salmon derby by entering as a contestant. Old Pepper looked as though he wished to protest the fact that Mr. Rehan was also a competitor, but apparently realized that such objection was unfounded, inasmuch as Mr. Rehan was no longer a *Banner* employee. It might be misinterpreted by the crowd. Anyway, what did it matter? Mr. Rehan hastily got into his skiff, grasped the oars and, as the cutter's saluting-gun boomed, struck off briskly in the fog. He was not seen again for nearly an hour—only a few minutes, in fact, before the fishing was declared ended. Where he had been, what he had done, was something he revealed only to his closest confidants long after the whole affair had ended. The very fact that he reappeared from the fog at all probably was a disappointment to Mr. "Fish-Face" Johnson. There was always the possibility that a lone fisherman in a skiff could get run down by an early ferryboat or perhaps a tug groping its way through the mist. When Mr. Rehan returned, he found that not only was the salmon derby nearly over, but that it had been most successful.

Skiffs were again tied up at the wharf, and happy fishermen were standing about in groups, discussing the measure of their fortune, good or bad. Stretched out on the wharf was a glistening array of fish that had been taken, probably a hundred and fifty of them. At the microphone was Mr. "Fish-Face" Johnson, carrying on his patter while awaiting the signal-gun which marked the end of the derby. Close to him, their faces wreathed in happy smiles, were Old Pepper and Mr. P. J. Hargrove, the latter proudly carrying a noble fish. Other fishermen regarded the soap powder king enviously, for it was clear that his big salmon was unquestionably the largest taken. At that moment Old Pepper spied his late employee disembarking at the wharf, and instinct must have warned the *Banner's* publisher that there was dirty work afoot. He crossed the wharf with brisk strides, and stared down at something long and glistening and heavy that lay flapping feebly in the bottom of Mr. Rehan's skiff. After one horror-stricken look, he turned as though to hurry back and head off the blabber-lipped Johnson who was at that moment launching into a panegyric preliminary to announcing Mr. P. J. Hargrove as winner of the great salmon derby.

But let it be said of J. Marcus Pepperdine that, whatever faults he possessed, slow thinking was not one of them. A hundred-thousand-dollar advertising contract helped galvanize his mental processes. He bent over and began whispering earnestly, almost pleadingly, to Mr. Rehan, who listened with what seemed at first to be cold indifference. But the eloquence of J. Marcus Pepperdine was

not to be denied. Mr. Rehan finally nodded agreement, and just then Mr. "Fish-Face" Johnson triumphantly announced the soap powder king as the winner—a chinook salmon weighing thirty-seven pounds, four ounces and the crowd broke into feeble applause. Mr. P. J. Hargrove beamed modestly, J. Marcus Pepperdine nodded in pleased triumph. The advertising contract was as good as in the bag. Yet the look which he directed at Mr. "Fish-Face" Johnson could be described only as glowering. The fishing editor blanched.

WHEN Mr. Rehan drifted into the *Banner's* city room next day, ten minutes late, he was greeted almost cordially by City Editor Moss. "Congratulations," said Moss, who was usually a stickler over such small matters as reporters showing up on time. "How does it feel to be great?" He wagged his head in amazement and admiring disbelief. "You save the prestige of the paper, you save 'face' for Mr. Pepperdine, and you help us win a big advertising contract. You get a bonus and a big raise, as well as your job back. All because you caught a bigger salmon than old man Hargrove did, but permitted yourself to be disqualified because you were still, it seems, a *Banner* employee. The Cornwell gal has phoned up here a dozen times that she wants to see you."

Mr. Rehan shrugged. "Let her stew," he said loftily. "I've already got my eye on a frail in the classified department that has it all over her for looks." The city editor's plaudits were music to his ears, yet Mr. Rehan had not forgotten that this was the man who had fired him. "There'd have been no mixup at all," Mr. Rehan pointed out, "if you hadn't blown the whistle on me over that story about the ham-fat actor."

The city editor smiled wanly, yet there was a glint in his eye. "Ah, yes," he said almost sadly. "I was coming to that. You could rub it in, Joe, and I wouldn't blame you. Meanwhile, the police are holding a man who wants to see you right away. An old Indian—Charley Two Buck, I think they call him. Says you owe him twenty dollars, which he needs to stay out of jail because he got a skin-full of 'rubby-dub.' Tells a fantastic story about his taking a big salmon out of his fish-trap and tying it up, alive, to an unused pier where you could find it—on derby day. *Maybe* you actually caught that fish with which you flim-flammed Mr. Pepperdine!"

"Look, Moss—" began Mr. Rehan hoarsely.

"I fired you only because if there's one thing I can't stand it's a trite phrase," went on the city editor. "I hate 'em. You used one of the tritest in your story of the amateur theatricals. How," he added, "can you justify what you did in the salmon derby?"

Mr. Rehan thought only for a moment. "It was," he said triumphantly, "a means to an end!"

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**Amazing Discovery!** Autoists worldwide now "NO-FOG" Windshield Cleaner. Simply slide over windshield chemically-treated Mitt—at once glass sparkles crystal clear. Blurry mist, frost, sleet, snow disappear like magic. Stops fogging. *Sells like wild!* Sample offer sent immediately to all who send name at once. A penny postal will do. **SEND NO MONEY—just your name.** KRISTEE CO., 569 Bar Street, AKRON, OHIO

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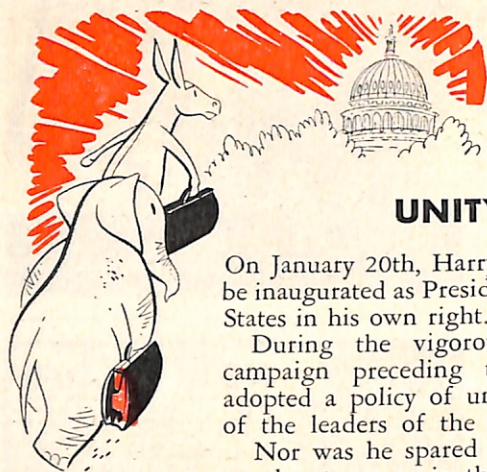
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If you order NOW we will include at no additional cost the handy cash and jewelry tray that sets neatly in the Home Size Safe Deposit Box. Write TODAY!



# editorial



## UNITY

On January 20th, Harry S. Truman will be inaugurated as President of the United States in his own right.

During the vigorous five months' campaign preceding the election, he adopted a policy of unsparing criticism of the leaders of the opposition party.

Nor was he spared by his opponents on the stump or in the public press.

The traditions of the hard-fought, vigorously recriminatory presidential elections of the past were measurably sustained.

And yet when the polls were closed, the votes counted and the result announced, advising the people of this country and the people of the world that Harry S. Truman had been elected President of the United States, it was realized that the campaign had not weakened in a particle the unity of the people of our America as we face the world and its problems.

Evidence of this immediately appeared in the editorial columns of the opposition press, in the statements of the opposition leaders and in the evidenced reaction of the man in the street.

President Truman himself gave striking evidence of this when he appointed Mr. John Foster Dulles, a Republican, as acting Chairman of our country's delegation to the United Nations.

Our ranks are closed. We go forward united to do what we can to promote, preserve and protect human rights throughout the world that our own freedoms may not be impaired.

The differences in the platforms of the leading political parties, were domestic differences.

In its international position and policy our country was and is united. What differences existed were in method and not in fundamental principles.

The people of this country enter this new year united in loyalty to the Government, united in loyalty to the President they have elected, united in loyalty to the great purposes for which the Constitution of the United States was adopted:

"To form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare and secure the blessings of liberty to ourselves and our posterity."

And in this smaller world which science and invention have brought to us, in which the Far East is but a day away from us and Europe only over-night away, we face this new year united in the determination that such power and strength as this, our country, has to give will be given to help to bring recognition of fundamental human rights to the liberty loving people of the world.

## THE MAGIC FORMULA



Like other business, the publication industry today operates with a much higher budget. Paper, printing, engravings, manuscripts, illustrations, all have taken flight to a higher economic perch. It is a situation that "gives us pause."

Since there is no waste in our publishing operation to eliminate, it is necessary while our subscription price remains static, for *The Elks Magazine* to meet the greater costs by increased

advertising. By thus increasing our revenue, we will continue to use black ink in our bookkeeping entries and add to the Magazine's record of surpluses turned over to the Grand Lodge which, to date, total four and three-quarter millions of dollars in twenty-six years of publication.

A strengthened advertising solicitation program already is enjoying success. A recent professional survey which disclosed both the high business and economic standing of our membership, as well as their interest in their official publication, has attracted new advertisers to our columns and encouraged old business friends of the Magazine to renew their advertising schedule.

The one thing we need to put the entire program over the top is evidence of the cooperation of our membership. The homes which this Magazine is privileged to enter comprise a rich market for the advertisers' wares. If our members will make a studied effort to favor the products of those advertisers who use our pages, and if they will see to it that evidence of their cooperation reaches those advertisers (who have reliable products to present to a high-grade audience), there is no question but that our goal will be attained.

There is a simple statement which, if you use it when buying items advertised in the Magazine, acts as a magic formula:

"I'm buying this product because it was advertised in *The Elks Magazine*."

That declaration will prove the "Open Sesame" to increased earnings of your Magazine, and thus to increase power of the Order to serve.



## LODGE BULLETINS

For promotion of Elk activities, the majority of our lodge officers rely mainly on the industrious efforts of committeemen to quicken the response of the membership. An increasing number, however, are giving attention to the lodge bulletin as an

important additional means of stimulating interest.

This new appraisal of the lodge bulletin may be credited to the work of the Grand Lodge Activities Committee in conducting two Lodge Bulletin Contests. Those contests, which attracted spirited competition, had the noteworthy results, not only of effecting an improvement in the contents of many of the established bulletins but also of starting new ones in a number of lodges.

While from time to time there is expressed a desire to accept advertisements in lodge bulletins (which is prohibited by Grand Lodge Laws) it is being demonstrated that without such income the lodge bulletins are being made very attractive and effective.

That lodge bulletins need not be an expensive medium of promotion is evident from copies received at the Magazine office. A number of them, it is true, are carefully prepared folders of eight or more pages, mailed in envelopes. Yet, some excellent ones consist of a single sheet printed on both sides, of the self-mailing type, with the lower portion of the back page providing space for stencil addressing and mailing under the economical postage rate of a penny each according to the Postal Laws and Regulations.

Most of the bulletins received here reflect the publicity experience and personality of the editor. Some contain promotional announcements that would do credit to a high-powered advertising executive, and we cannot see how they can do other than materially increase attendance at lodge functions and participation in lodge activities.

It is encouraging to everyone devoted to the progress of this great American fraternity to note the increased use of this form of promotion of the commendable pursuits of our lodges. The lodge bulletin may well be the means of raising yet higher our six-million-dollar-a-year rate of expenditures for charitable works, and of implementing and increasing our already significant services to community and Country.



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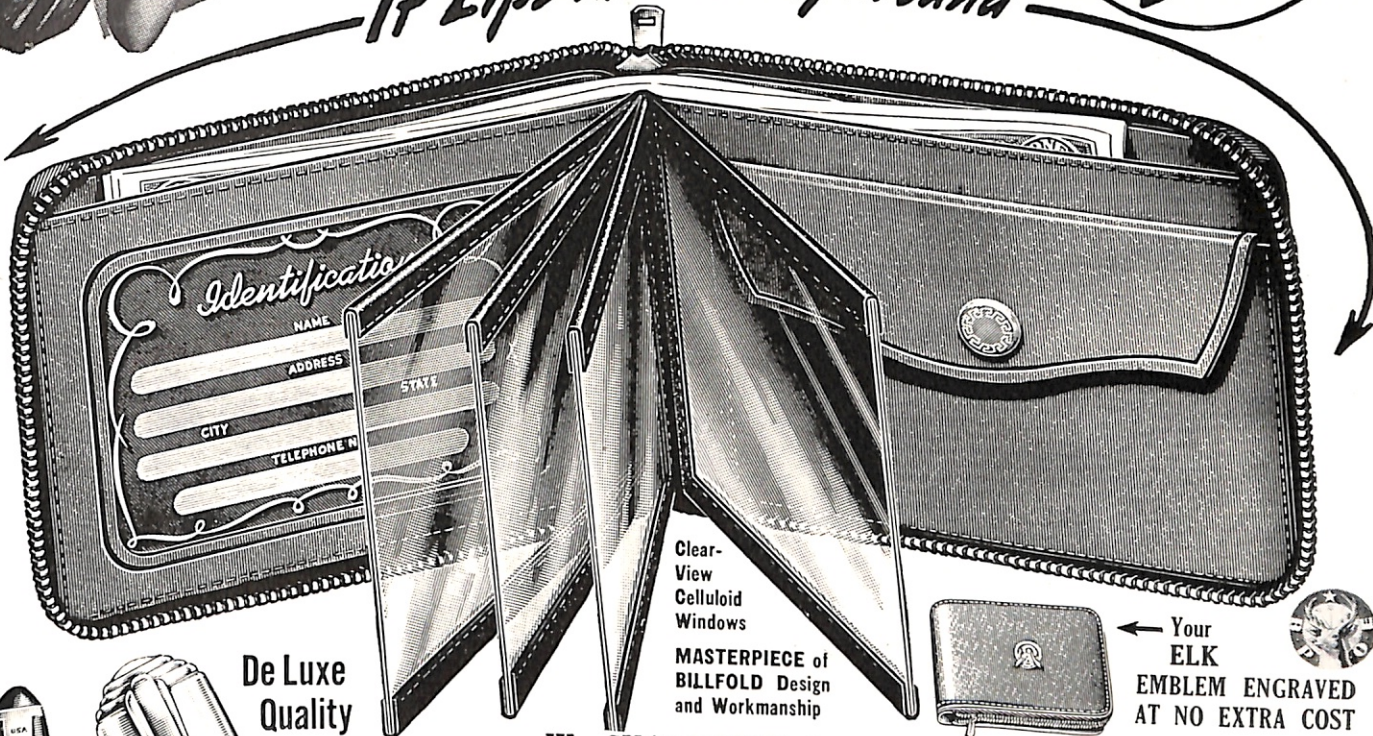
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Here without a doubt is the greatest merchandise bargain you'll be likely to see for years to come. Only our tremendous purchasing power and large volume "direct-to-you" method of distribution makes such a value possible. Shop around and see for yourself. Where else today can you get: (1) A beautiful Zipper Billfold with Built-in Pass Case and Change Purse, (2) A new type precision made initial, (4) A Pencil-Type Pocket Flashlight complete with batteries . . . . . 4 big Values in ALL for ONE LOW PRICE of \$1.98. You might ordinarily expect to pay that price for a billfold or a flashlight, either or both, if bought separately at today's prices.

When you see these highly useful articles and examine their many outstanding features as described, you'll agree that we are giving you a value you won't be able to duplicate for a long time. Don't delay taking advantage of this big money-saving offer. You get so much value for such a trifling low cost. The limited supply on hand is sure to sell out fast so it will be first come, first served. **SEND NO MONEY!** Just mail the handy order coupon below on our 10-day money-back guarantee offer.

**SEND NO MONEY! Rush This Order Coupon!**

**ILLINOIS MERCHANDISE MART, Dept. 5756**  
1227 Loyola Ave., Chicago 26, Ill.

Gentlemen: Rush me the 4 Big Values as shown C.O.D. for only \$1.98 plus 15c tax and few cents postage charges. I must be delighted in every way with all 4 articles (Billfold, Flashlight, Pen and Key Holder) also satisfied that I have made a real saving or I can return my purchase within 10 days for full refund.

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This is the Land of Cockaigne.

It's a wonderful place where the houses are built of cake, and the shops are eager to give you their merchandise for free.

Here, roast geese and other fowl wander about inviting folks to eat them. Here, buttered larks fall from the skies like manna.

Wonderful place Cockaigne . . . this Land that's always free from want . . . where business cycles are unknown . . . where money is unnecessary.

Only trouble is you won't find this mythical place on any up-to-date map of the world.

We live in a land blessed with plenty—true enough. But the rub is that we will always need hard cash to buy the things we want.

You will need money to make a good down payment on a new home . . . to send the children to college when the time comes . . . or to keep well-supplied with fine food and little luxuries when it comes time to retire.

One of the best ways you can assure yourself that you *will* have the money you need for the things you want later in life is to *save* away some of the money you now earn in U. S. Savings Bonds.

These Bonds are the safest in the world. And they make money for you. Each \$75 you save today will grow to \$100 in just 10 years.

So start saving now . . . the automatic way, on the Payroll Savings Plan where you work, or buy them regularly through your bank or post office.

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